



# PUBLIC ENGAGEMENT REPORT



# POLICY FRAMEWORK

## Growth Management Act Public Participation Requirements

- Broadly disseminate a public participation program
  - Identify procedures providing for early and continuous public participation in the development and amendment of comprehensive land use plans and development regulations for implementing such plans.
  - Procedures provide for broad dissemination of
    - proposals and alternatives,
    - opportunities for written comments,
    - public meetings after effective notice,
    - provision for open discussion, communication programs, information services, and consideration of and response to public comments.

(RCW 36.70A.140)

# COMMUNITY ENGAGEMENT PLAN

Community engagement is a critical part of the Comprehensive plan. Events and engagement programs began in the summer of 2022 and were held throughout 2023 as Phase 1 of the periodic update schedule. The City of Snohomish published its Community Engagement Plan for the 2024 Comprehensive Plan Periodic Update in June 2023. Portions of the plan were already being implemented at the time, but this document outlined the City's engagement strategy in an organized manner, addressing budget, affected Comprehensive Plan Elements, anticipated outcomes, methods of reporting, and responsible staff.

Tools and tactics such as the Snohomish Quarterly magazine, the News Flash feature of the City website, newspaper articles, social media, printed flyers, tabling events, video messages, web surveys, and direct mail were used.



Table 1: Community Engagement Programs

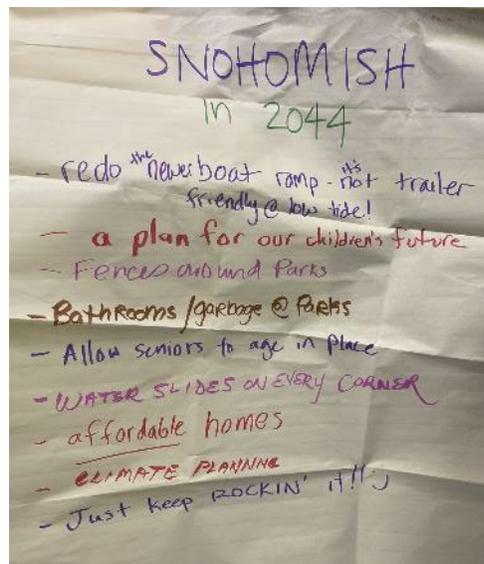
PROGRAM	ELEMENTS INFORMED
Middle Housing Analysis Project	Housing, Land Use
Web-Based Surveys	All
Civic Ambassadors	All
Kids Design Snohomish	All
UW Livable Cities Year – Climate Planning/CRAB	Climate & Environment
UW Livable Cities Year – Economic Development Studio	Economic Development, Land Use
Our Future Snohomish Carnival and Open House	All
Subareas Planning	Land Use, Housing, Transportation, Capital Facilities

Some public events were coordinated specifically for the Comprehensive Plan, and staff also leveraged existing community events to engage with attendees, such as the weekly Farmer’s Market, Earth Day, Groundfrog Day, the Zombie Walk, and National Night Out.

## SUMMARY OF WHAT WE HEARD

Not everyone agrees on how the future should look and how we should prepare ourselves for change. However, one of the most critical parts of this engagement program was that we were able to talk to people of different ages and backgrounds, with different needs and expectations. In many cases, we heard some common themes:

- Maintaining the city’s small-town identity is important, as it makes Snohomish a unique and special place to live, work, and play.
- The City should focus on improving infrastructure such as roads, parks, and utilities.
- Youth in Snohomish need more places to spend time, and easier/safer ways to get around.
- Residents want sidewalks and multi-modal transportation to improve mobility.
- Housing affordability is a concern among many age groups, although the type of housing people need may differ throughout their lives.
- Seniors would like to be able to age in place but that’s difficult with the housing options in town.
- Mixed use development should be focused to the Bickford Avenue corridor, Midtown, the Pilchuck District, and the Historic downtown area.



Public input was collected on large posters

- Mixed use, small neighborhood-serving businesses, and higher density residential uses may be appropriate in the North Lake subarea.
- Most people think new growth should be directed to the north end of town.
- Cottage housing, townhouses, ADUs, and duplexes are acceptable housing types.
- Upgraded playground equipment is needed at many parks.
- More trees are needed for shade and other benefits.
- Public safety is a priority, including streetlights, ADA accessibility, speed enforcement, and crime prevention.
- Downtown parking is a concern.
- Design standards to ensure new development is consistent with the Snohomish context and character.
- Many Snohomish teenagers don't envision themselves living in Snohomish as an adult.
- Priority issues for teenagers are affordable housing, environmental conservation, living-wage jobs, and public safety.

## ENGAGEMENT PROGRAMS

The plan consisted of several distinct actions and various methods that were intended to gain the broadest reach of the Snohomish community, meeting people where they were, and facilitating open dialogue and two-way information sharing.

### Middle Housing Analysis Project

A grant from the Department of Commerce allowed the City to consider middle housing types in residential areas, particularly Single-Family zones. The project included development of options to increase opportunities for middle housing within the city; identification of local policies and regulations that may result in racially disparate impacts, displacement, and exclusion in housing; and development of draft anti-displacement policies that the City may consider as part of the Comprehensive Plan update. The project included robust public engagement conducted within a fairly short time frame.



Senior Center community breakfast engagement

An online questionnaire was offered in English and Spanish, asking about housing issues and preferences. Paper copies of the questionnaire were also provided for access and convenience. Interviews with stakeholders were held, including developers, low-income housing operators, the Alliance for Housing Affordability (AHA), and community service providers at the Food Bank, Boys & Girls Club, Senior Center, and the library.

Eight tabling sessions were conducted at different locations throughout the City, and survey access codes were passed out to all vehicles at the City’s annual garbage and recycling event in 2023. Presentations were made to the Chamber of Commerce, Planning Commission, and City Council. A quick video was released each week, part of a series called “Missing Middle Monday”; each video was focused on a specific aspect of middle housing, development, and common questions from the community. These videos were published on the City’s website and posted to social media channels. In all, more than 500 survey responses came in.

**Missing Middle Monday**

Watch a series of videos that provide more information about this project.

[Video 1: What is it and why are we talking about it? \(March 20, 2023\)](#)

[Video 2: Why does Snohomish have to grow, and by how much? \(March 27, 2023\)](#)

[Video 3: Congestion and capacity review for development proposals \(April 3, 2023\)](#)

[Video 4: What about property taxes? \(April 10, 2023\)](#)

[Video 5: How is affordable and low-income housing financed and built? \(April 17, 2023\)](#)

[Video 6: What is the Snohomish character? \(April 24, 2023\)](#)

[Video 7: Visual tour of middle housing types \(May 1, 2023\)](#)

**Web-Based Surveys**

Several web-based surveys were used to provide an asynchronous option for community members to share their thoughts about the future of Snohomish. The City used several platforms including the Balancing Act survey platform to create an engaging and visually interesting experience.

Table 2: Survey Opportunities

SURVEY	PLATFORM
Middle Housing Questionnaire	Survey Planet (facilitated by LDC, Inc)
Our Future Snohomish	Civic Plus/Balancing Act
What I love most about Snohomish	Balancing Act
Future Priorities	Balancing Act
Housing Simulation	Balancing Act
Park Amenities Preferences	Balancing Act
SHS Panther Focus Group survey	Survey Monkey

## Civic Ambassadors

In 2022, the City solicited applications for a new group of community members tasked with helping to facilitate two-way conversations between the City and the community around the Comprehensive Plan. Civic Ambassadors are active in the community; represent an interest group or geographic area; are diverse in age, background, and location; and do not already

serve on a City advisory board. Civic Ambassadors met as a group three times over the course of the year-long period for training, brainstorming, reporting, and networking. Civic Ambassadors were intended to broaden the City's reach in the community, offering a more approachable alternative to engaging with City staff.



Civic Ambassadors received special training from staff about the Growth Management Act and the Comprehensive Plan. Each month, Civic Ambassadors were required to participate in at least one outreach effort, including tabling events, hosting a discussion

with their friends or neighbors, posting information about events to their social media, or volunteering at community events. They made themselves available to answer questions about the Comprehensive Plan or directed people to appropriate staff. They also shared information about other participation opportunities. Monthly reporting was required to qualify for a quarterly stipend.

The program wrapped up in March 2024. Members met one last time to discuss what was learned during their year of engagement, including listing the top three issues they heard from the community – meaning what they heard most often, and ways to improve the program if it continues in the future.

Table 3: Top 3 Priorities Heard by Civic Ambassadors

PRIORITY #1	PRIORITY #2	PRIORITY #3
Parking	Mixed and affordable housing	Environment/sustainable growth
Trees/Parks	Parks	Housing
Affordable housing	Roads and sidewalks	Parking worries
Sidewalks	Communication	Transparency
	Walkability	Maintain Snohomish character
		Appreciation for Civic Ambassadors program

## Kids Design Snohomish



City building at public events

In 20 years, the children of Snohomish will be in charge, so they should have a say in how their city changes as they grow up. The Kids Design Snohomish program was a multi-pronged approach designed to leverage tabling opportunities at community events and engage with children through fun and play, with visual and tactile materials.

At public events in 2022 and 2023, City staff asked children (and their parents) what they want to see in Snohomish; what's

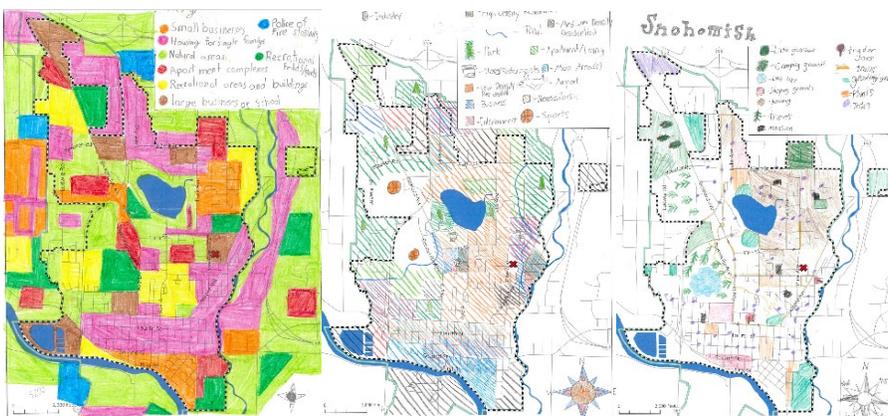


Mini lessons at Cascade View Elementary

missing; what we need more of and less of; and what they would do if they were in charge. They showed us their vision for an ideal Snohomish using building blocks while staff wrote down their fun and creative ideas. A coloring book was also designed by staff about growth management, offered in English and Spanish, and given to children at the events.

In 2023, we expanded on this idea in elementary school classrooms. Staff taught a series of three mini lessons to 4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup> graders at Central-Emerson and Cascade View Elementary Schools about growth management, city planning, and mapping basics, including how to use maps to illustrate information and ideas about a place.

The lessons were designed to work within the school curriculum. Students created maps for City leadership to demonstrate their new skills and ideas, illustrating how they thought Snohomish should look in 20 years. Flyers were sent home with additional information and a QR code to continue the discussion with their families through the Our Future Snohomish survey.



Some of the wonderful student maps we saw as part of this program

In June of 2023, students from both schools were selected to present their maps at a City Council meeting. They each spoke about their ideas for the future of Snohomish while their map was displayed for the City Council and audience. The brave students received Junior Planner certificates signed by the mayor to recognize their hard work, thoughtfulness, and creativity.



Ten students from both elementary schools came to a City Council meeting to present their ideas for the future

Snohomish High School students were also asked to tell us what they think about the future. City staff had informal discussions with several groups of students during “Panther Period” (homeroom/open study class period). The discussion was about the GMA, patterns of development, and their ideas for the future. A special online survey was created for them, focused on how they thought Snohomish could meet their needs as they moved into adulthood.

## UW Livable Cities Year

The City partnered with the University of Washington through the Livable Cities Year program, selecting two Elements of the Comprehensive Plan to work on. The first project used Master of Urban Planning Students, who were tasked with assisting staff and an ad hoc advisory group called the Climate Resilience Advisory Board (CRAB) on the brand-new Climate & Environment Element in response to HB 1181. Later, students in both urban planning and public administration programs worked on background research and updates to the Economic Development Element.

## Climate Planning / CRAB

The CRAB was a group of community members who either have interest or expertise in climate planning or live in an area that is likely to be impacted by climate change, such as Blackmans Lake and the Snohomish River. The group met several times over the course of 2023 with staff and UW students, reviewing technical data, policy options, and draft language, and ultimately made recommendations to the Planning Commission for the Climate & Environment Element.



The CRAB discussing risks and assets with UW students

The UW climate group worked for two school quarters, first conducting technical research of local risks and assets, using data from the UW Climate Impacts Group, among other sources, and conducting an analysis of City policies and guidance from the Department of Commerce. The students presented information to the CRAB, stakeholder groups, and the City Council. Their final deliverable was a

detailed report and several accompanying implementation memos, as well as a policy menu for consideration. One student continued working on the project for an additional quarter to assist with the draft Element as a capstone project. This additional work entailed further policy review and refinement, summarizing data for the draft element, and continuing work with the CRAB.

### Economic Development Studio

The Economic Development project began with a comprehensive business survey to understand the current landscape of local businesses and to identify opportunities for growth and development. The survey collected demographic information and asked questions about the perceptions of the local business climate. The project is ongoing as of the date of this report with students researching issues such as Tax Increment Financing and its implementation in Snohomish. The work is anticipated to conclude in the Spring of 2024 with a draft element.

### Our Future Snohomish Carnival & Open House

The Our Future Snohomish Carnival was intended as a fun alternative to the traditional Comprehensive Plan open house or town hall meeting, emphasizing engagement with kids and families. The intent was to increase attendance through fun activities and games centered around the Comprehensive Plan. The event was split into two parts: an indoor event provided an open house in a quiet atmosphere, and outside was a carnival! Each station was designed around an element of the Comprehensive Plan.



L: stream table; R: Complete Streets racing game



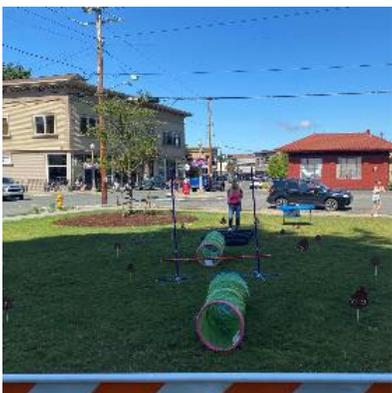
L: Carnival view from the second level of a Community Transit double-decker bus; R: Cub Scouts Lego car races

The event was held on a sunny Saturday at the Snohomish Carnegie. Fire trucks, police cars, rigs from Public Works and the Snohomish County Department of Emergency Management, and even a double-decker bus from Community Transit welcomed visitors to the site. Volunteers from local agencies and organizations helped make this event a success, as over 150 people attended and engaged with future planning through play. Each station—both indoor and outdoor—was equipped with informational handouts and a way to provide input.

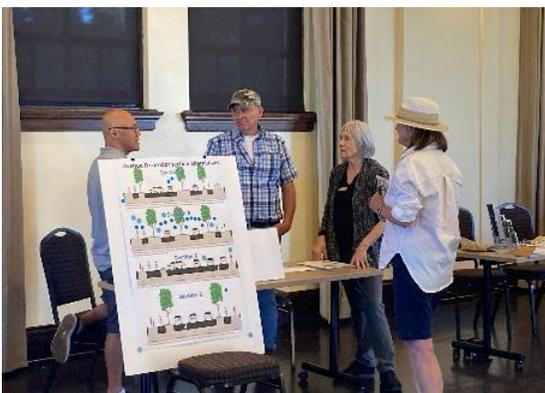


View of the carnival and obstacle course: where does the poop go?

Kids and families enjoyed obstacle courses, art projects, a stream table, Lego car racing, and envisioning the future of their city. There was also live music, discount vouchers donated by TopIt Frozen Yogurt, and a naming contest for three City rigs (the vector truck, street sweeper, and backhoe).



L: obstacle course: where does the poop go?; Center: live music; R: Passport to Snohomish station



L: indoor open house Transportation table; R: Touch-a-Truck with Fire District, police, DEM, and Community Transit

Table 4: Our Future Snohomish Activities

ELEMENT	CARNIVAL ACTIVITY	OPEN HOUSE STATION	PARTNERSHIP
<b>HOUSING</b>	Wheel of Life game	Middle housing project	Alliance for Housing Affordability
<b>CLIMATE &amp; ENVIRONMENT</b>	Stream table	Localized climate impacts	UW LCY
<b>CLIMATE &amp; ENVIRONMENT</b>	Info station: What do trees do for you?	Interactive Tree map data, tree tour information	Green Snohomish
<b>UTILITIES</b>	Obstacle course: where does the poop go?	Utilities system map	
<b>UTILITIES</b>	Utility flow table	NPDES information	
<b>PARKS</b>	Art station: Design a Park	PROS Plan information	
<b>ECONOMIC DEVELOPMENT</b>	Mini “Shark Tank”	ED strategy and barriers	Chamber of Commerce
<b>TRANSPORTATION</b>	Derby car races	Transportation Master plan; Avenue D corridor design alternatives	Local Scout troop
<b>TRANSPORTATION</b>	Complete Streets commuting game	Complete Streets information	
<b>CAPITAL FACILITIES</b>	Passport to Snohomish	Facilities inventory	
<b>CAPITAL FACILITIES</b>	Touch-a-Truck		Fire District, Police, Snohomish County DEM, Community Transit
<b>LAND USE</b>	Build a City blocks	Future Land Use maps	
<b>STRATEGIC</b>	Future Snohomish tree	Strategic element visioning	Historic Downtown Snohomish Association

## Subareas Planning Design Workshops

In 2021 the City defined three distinct subareas to be studied for potential increases in housing diversity and enhanced fiscal sustainability. All three subareas contain portions of incorporated and unincorporated UGA parcels. With the exception of the North Corner subarea, most of the properties are currently zoned Single-Family (SFR). A market and land use analysis was completed on the three subareas in 2022.



This effort continued in January of 2024 at three separate design workshops, each for a specific subarea. Residents and property owners of each subarea received special invitations to the event by mailed postcards.

Workshop attendees worked in small groups to envision the future of their neighborhood through a mapping exercise. A remote attendance option was also offered, resulting in maps created digitally in breakout rooms using the zoom Annotate tool.



Each workshop was well attended. Residents were interested in the City's plans for their area and in sharing their own opinions about how their neighborhood should grow over the next 20 years.

Subareas workshop participants discussing their ideas

## Other Tools

### Social Media

Social media was used throughout the community engagement period to share information about several programs. The City uses Facebook and NextDoor to help publicize information about events and engagement opportunities; Facebook was used more often for this program due to its larger reach and more detailed analytics.

Table 5: Social Media Analytics

PLATFORM	DATE	POST SUBJECT	REACH	ENGAGEMENT*	REACTIONS*
Facebook	3/6/23	Missing Middle Housing	3,751	1,377	64
NextDoor	3/6/23	Missing Middle Housing	457	N/A	N/A
Facebook	3/20/23	Missing Middle Monday	592	59	13
Facebook	3/27/23	Missing Middle Monday	1,677	280	24
Facebook	4/3/23	Missing Middle Monday	993	44	6
Facebook	4/10/23	Missing Middle Monday	1,034	68	11
Facebook	4/17/23	Missing Middle Monday	393	20	2
Facebook	4/24/23	Missing Middle Monday	1,318	124	10
Facebook	5/1/23	Missing Middle Monday	950	69	5
Facebook	5/10/23	Affordable Housing Week	782	63	7
Facebook	5/11/23	Affordable Housing Week	661	90	3
Facebook	5/12/23	Affordable Housing Week	2,077	621	14
NextDoor	6/20/23	OFS Carnival & Open House	92	N/A	N/A
Facebook	6/21/23	Kids Design Snohomish	1,175	128	18
Facebook	6/24/23	OFS Carnival & Open House	2,414	253	35
Facebook	7/3/23	OFS Carnival & Open House	3,081	322	23
NextDoor	7/3/23	OFS Carnival & Open House	121	N/A	N/A
Facebook	7/10/23	OFS Carnival & Open House	2,950	64	26
Facebook	7/13/23	Comp Plan Questionnaire	1,650	308	13
Facebook	7/17/23	OFS Carnival & Open House	2,389	55	22
NextDoor	7/18/23	OFS Carnival & Open House	89	N/A	N/A
Facebook	7/20/23	OFS Carnival & Open House	3,187	939	43
Facebook	7/22/23	OFS Carnival & Open House	1,533	203	15
Facebook	7/22/23	OFS Carnival & Open House	2,504	254	18
Facebook	7/28/23	Comp Plan Questionnaire	2,027	137	6
Facebook	8/3/23	Comp Plan Questionnaire	1,634	172	6
Facebook	9/7/23	Design a Park	1,578	68	16
NextDoor	9/8/23	Design a Park	96	N/A	N/A
Facebook	9/13/23	Design a Park	2,847	254	24
Facebook	9/19/23	Design a Park	2,249	267	27
NextDoor	9/20/23	Design a Park	296	N/A	N/A
Facebook	9/24/23	Design a Park	2,663	440	39
Facebook	9/26/23	2044 Housing Planning	731	49	3
Facebook	9/30/23	Design a Park	1,355	118	9
Facebook	10/5/23	2044 Housing Planning	873	50	9
Facebook	10/14/23	2044 Housing Planning	1,985	349	13
Facebook	10/26/23	2044 Housing Planning	1,198	240	6
Facebook	11/7/23	2044 Housing Planning	1,974	268	14
Facebook	12/18/23	Comp Plan Questionnaire	2,219	211	20
Facebook	12/26/23	Comp Plan Questionnaire	7,472	1,062	34

\*Engagement and reactions analytic data are not available on the NextDoor platform

## Quarterly Magazine

The *Snohomish Quarterly* is a magazine published digitally on the City's website, posted to social media channels, and mailed to residents. The City used the magazine as an opportunity to increase awareness and engagement in the Comprehensive Plan Periodic Update project with articles and information in four different issues. The Summer 2023 issue was devoted solely to the Comprehensive Plan and how to engage.

Table 6: Quarterly Magazine Articles

ISSUE	TOPIC	PAGES	REACH
Winter 2023	Our Future Snohomish: Community Engagement opportunities	14-15	7,095 mailed 552 digital reads
Spring 2023	Middle Housing Analysis	11	7,095 mailed 816 digital reads
Summer 2023	Comprehensive Plan Feature issue	5, 8-13	7,095 mailed 88 digital reads
	Civic Ambassadors spotlight;	5	
	Growth Management Act;	8-9	
	What you've said so far;	10	
	How to get involved;	11	
	Kids Design Snohomish present to City Council;	12	
	Climate planning & UW LCY;		
	Primer on planning and development	13	
Winter 2024	Parks plan; Complete Streets and Multi-Modal Level of Service	5, 10-11	7,095 mailed 192 digital reads

## News Flash

The City maintains a CivicPlus website, which offers several modules for engagement and RSS subscriptions. There are currently 264 subscribers to the NewsFlash feed.

Table 7: NewsFlash Items

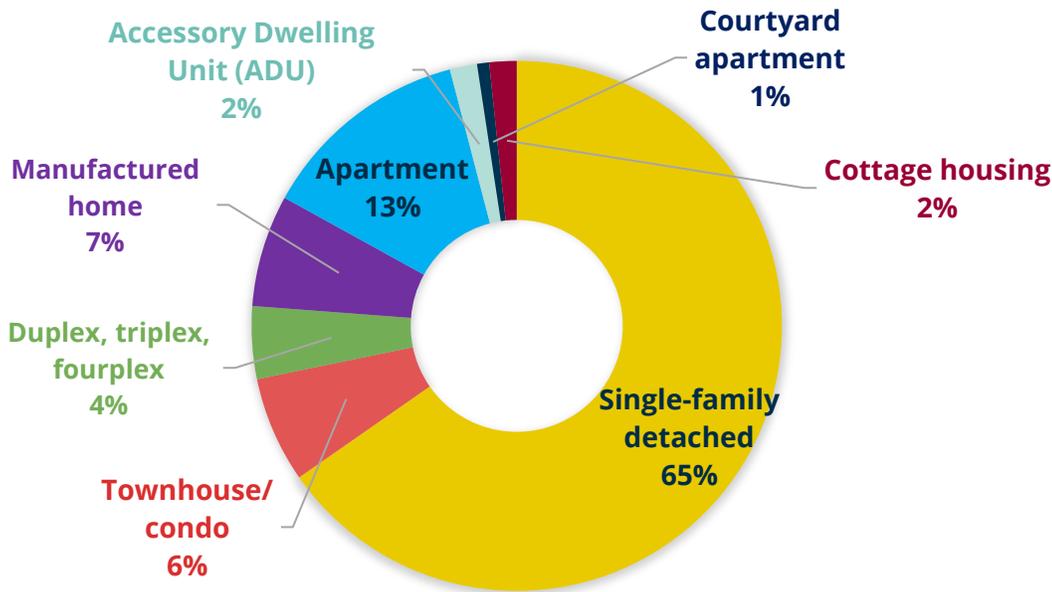
DATE	TOPIC
3/6/23	Middle Housing Analysis
7/6/23	Comp Plan Questionnaire
7/17/23	Comp Plan Questionnaire
7/27/23	Comp Plan Questionnaire
8/11/23	Comp Plan Questionnaire

# COMMUNITY INPUT

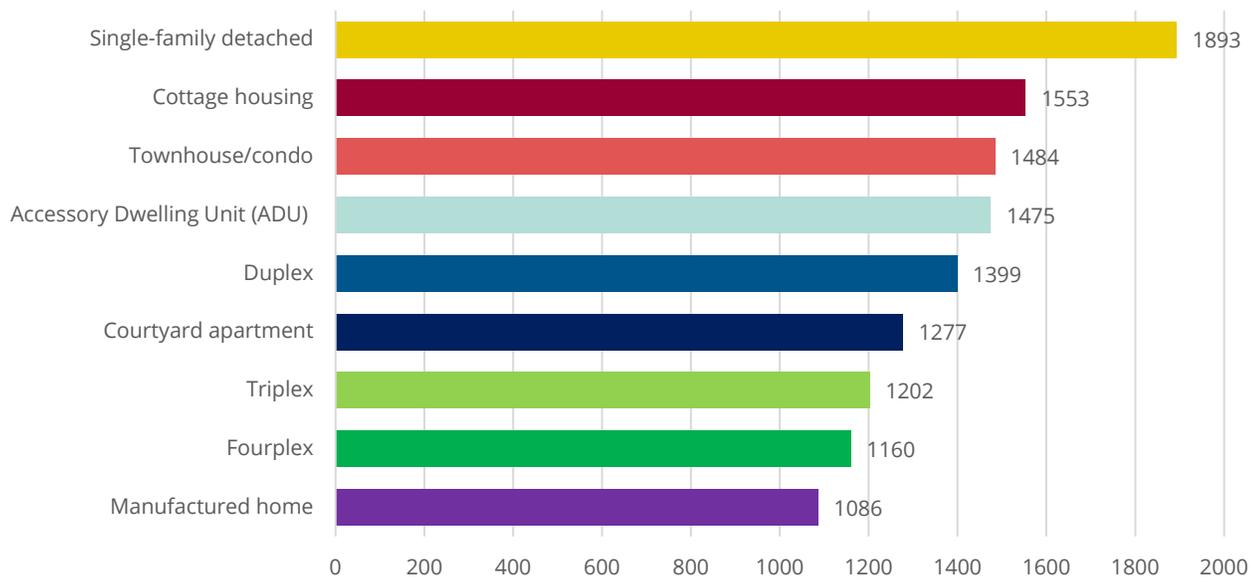
## Middle Housing Analysis Project

A separate summary was published in spring of 2023 detailing the engagement results for this project. Results of the 12-question housing survey are included here.

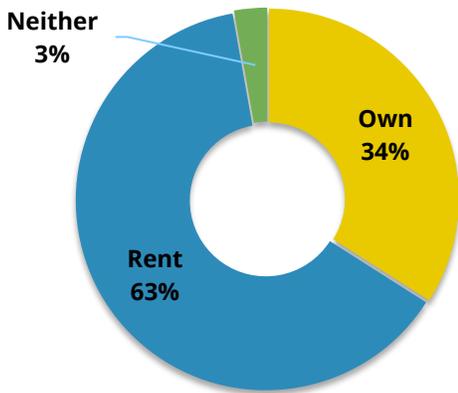
**Q1: What type of housing are you currently in?**



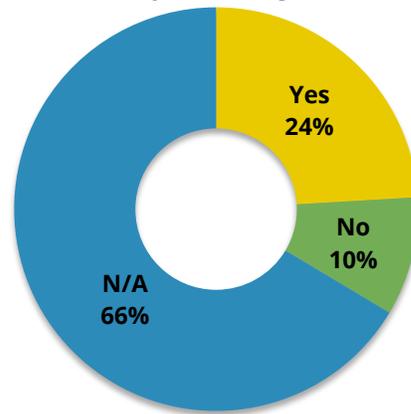
**Q2: What type of housing would you like to see more of in Snohomish?**



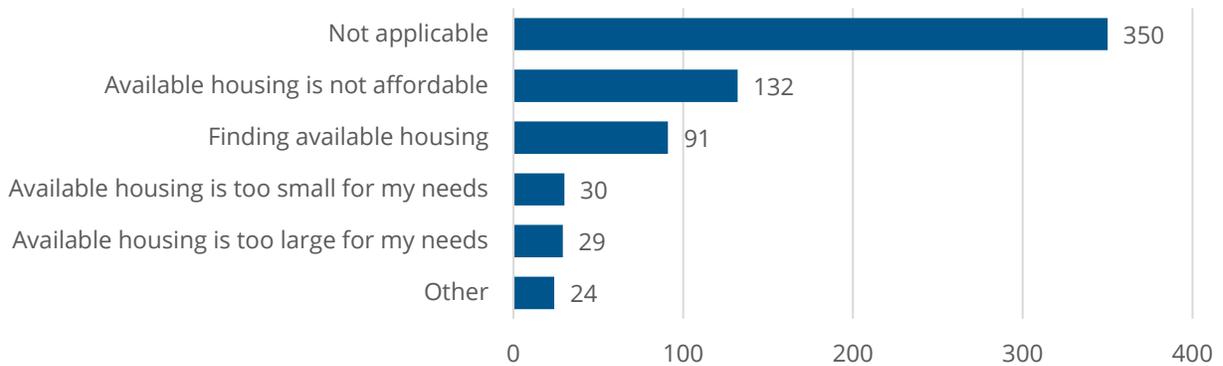
**Q3: Do you own or rent your home?**



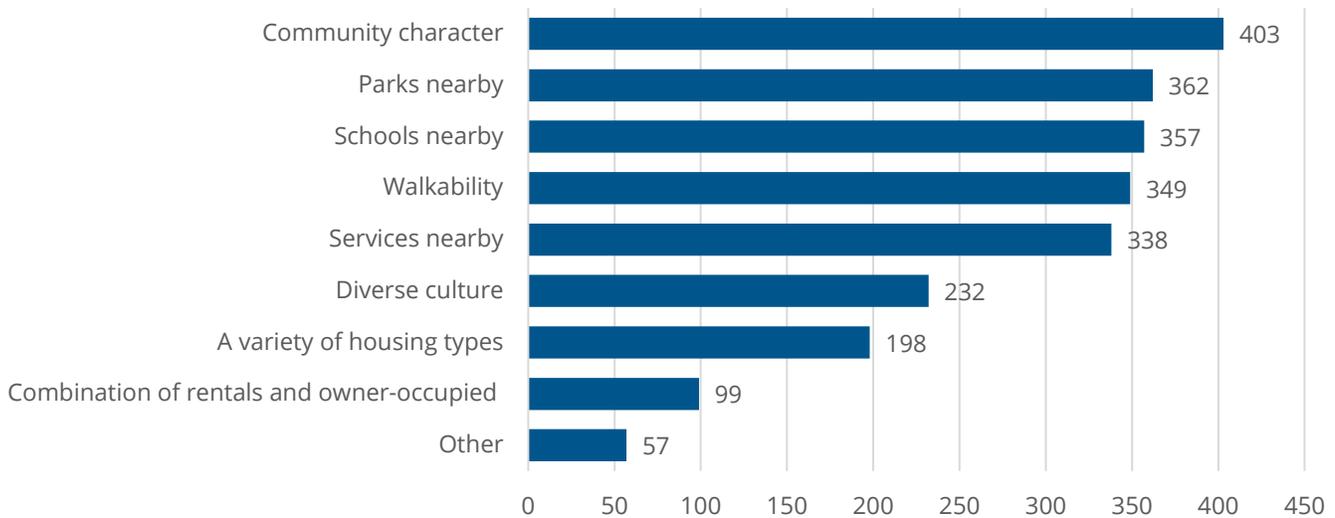
**Q4: If you rent, do you worry about being priced out of your neighborhood?**



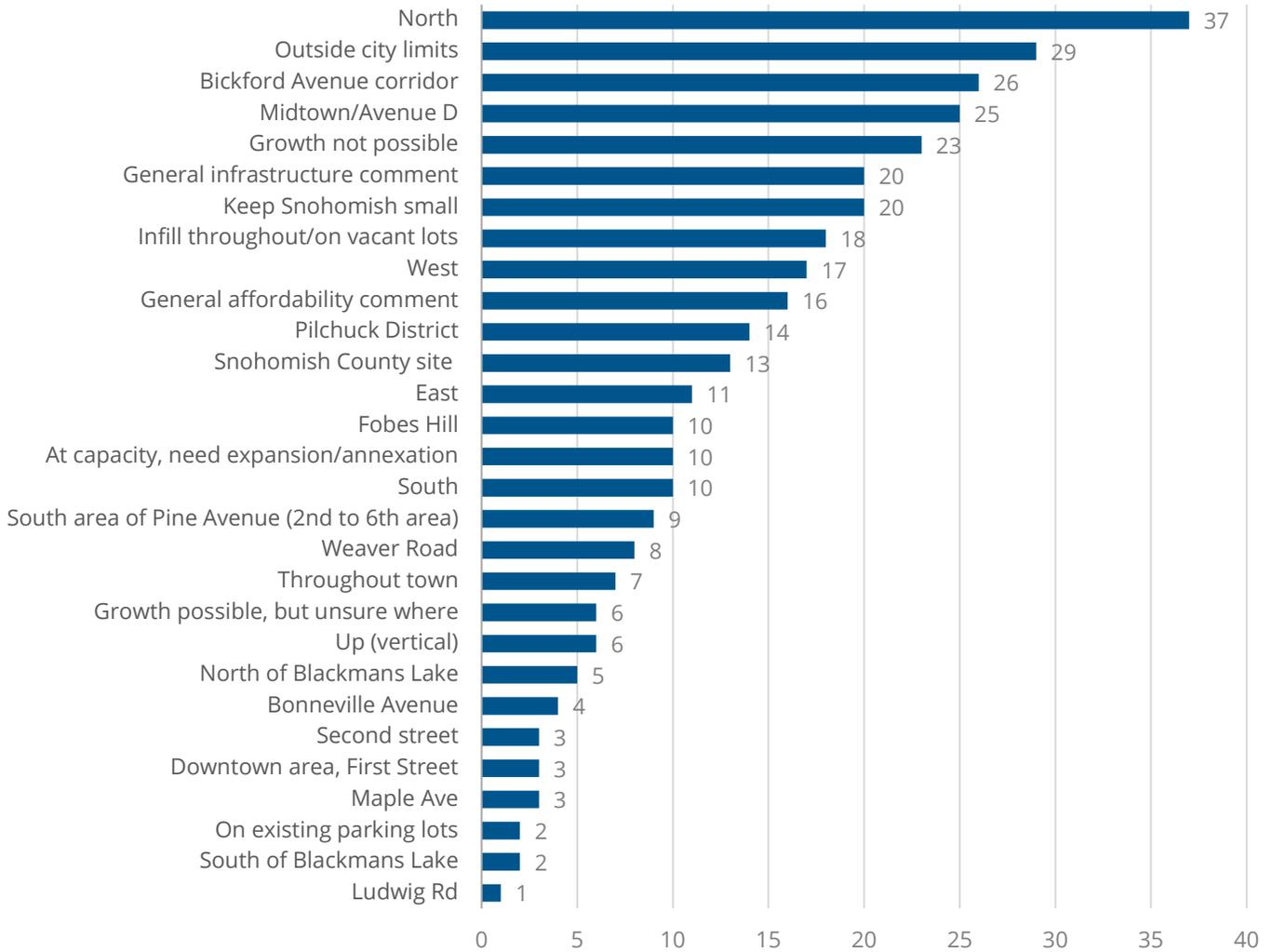
**Q5: If you rent, what are your biggest housing challenges?**



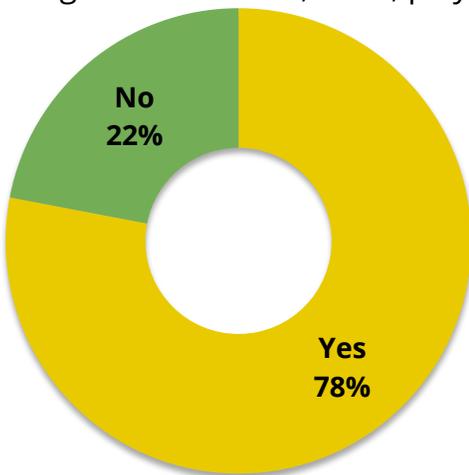
**Q6: What do you think makes up a good neighborhood?**



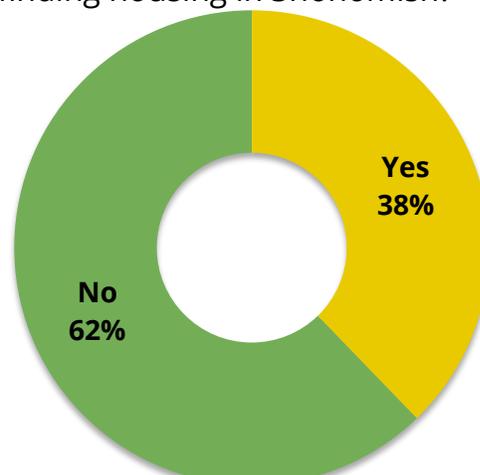
**Q7: Where does Snohomish have room to grow?**



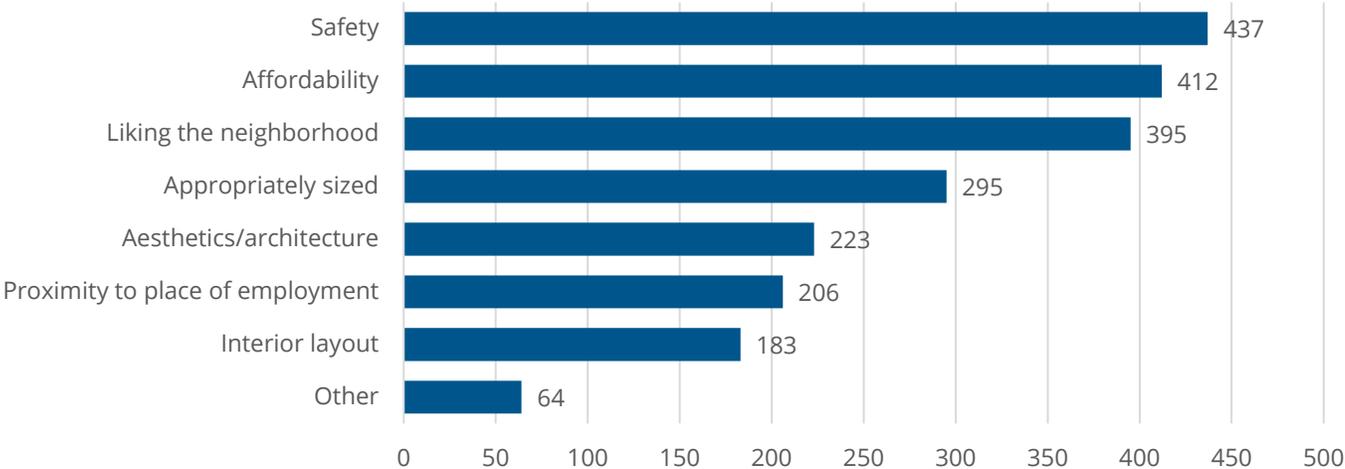
**Q8: Do you find Snohomish to be an inclusive place to live? (people with a variety of backgrounds can live, work, play)**



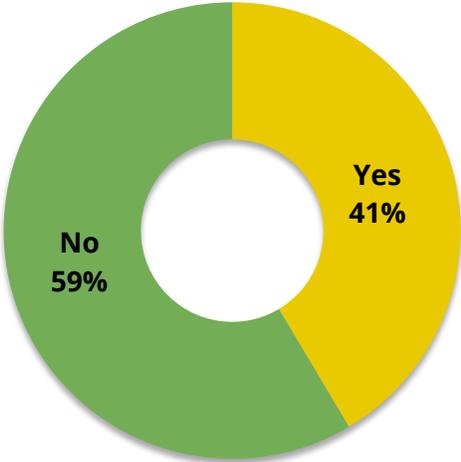
**Q9: Are you part of, or know of, a community that faces greater difficulty when it comes to finding housing in Snohomish?**



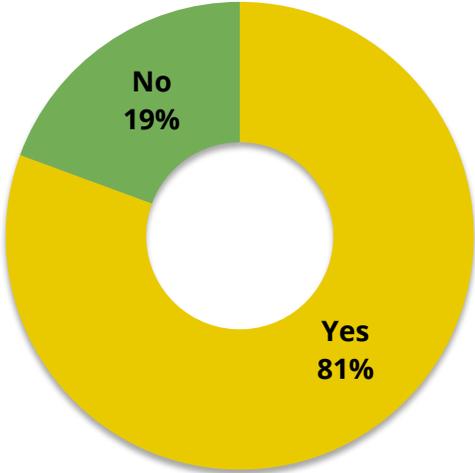
**Q10:** When looking for housing, what are your priorities?



**Q11:** Are you or anyone you know experiencing a change in housing needs?



**Q12:** Do you live in the City of Snohomish?



**Reach:** 3,365 (550 survey responses; 2,815 social media)

## Surveys, Tabling, Events

### Tabling Events

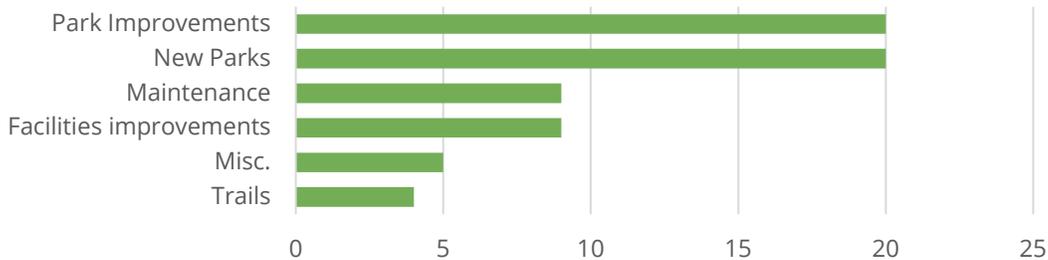
Staff attended community events to speak directly with the public throughout the engagement period. At all events, attendees were encouraged to write their ideas for the future of Snohomish on a large board. Those comments were then transferred to a tracking sheet that was coded by the comment’s theme, subtheme, and responsive Comprehensive Plan Element.

The major themes and applicable elements are provided in Table 8. Subthemes are provided in the figures below.

Table 8: Responsive Elements and Major Themes

MAJOR THEMES		ELEMENTS	
	comments		comments
FACILITIES	159	STRATEGIC	180
TRANSPORTATION	154	PARKS	161
IDEAS/SUGGESTIONS	153	TRANSPORTATION	154
MISC. COMMENTS	153	ECONOMIC DEVELOPMENT	80
CLIMATE	76	HOUSING	70
HOUSING	71	LAND USE	39
PUBLIC HEALTH & SAFETY	25	CAPITAL FACILITIES	20
		CLIMATE & ENVIRONMENT	20
		UTILITIES	9

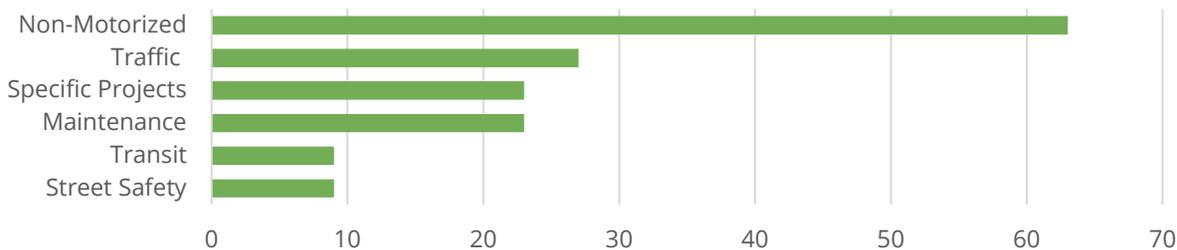
### Facilities Subthemes



### Comment Excerpts

- More green spaces and water features for kids
- Water bottle refill stations at major buildings
- Fenced dog parks
- Restrooms on the trail
- Amenities in the parks
- Waste receptacles for Farmers Market
- Outside amphitheater
- The new boat ramp is not trailer friendly at low tide
- Turn railroad bridge into park
- Community gathering space downtown with water feature for kids
- Update Morgantown, Fischer Parks
- More benches for sitting and connecting with people
- Robust river parks
- Updated park equipment
- Mural on waterfront area
- Sports court
- All levees should be walking trails

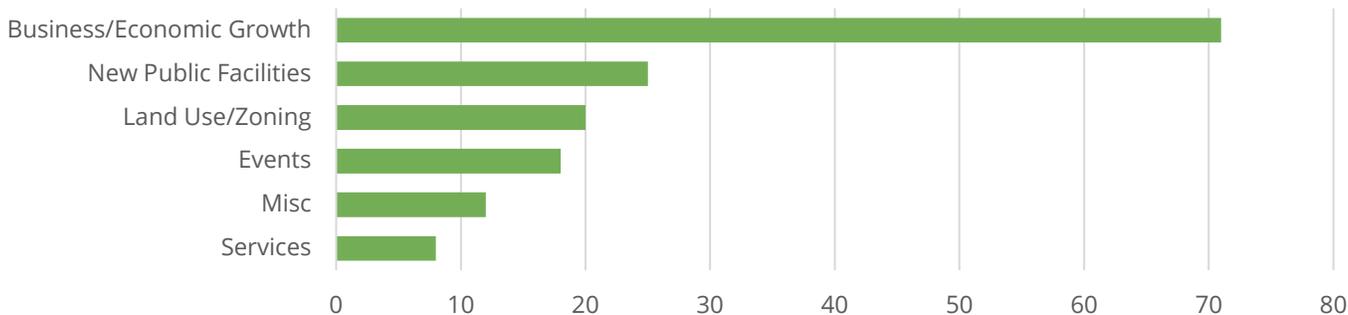
### Transportation Subthemes



#### Comment Excerpts

- Fix sidewalks on First Street
- Improved infrastructure – traffic impacts with multi-family
- Traffic and parking on First Street
- Inconsistent sidewalks – bigger issue than parking
- Make First Street walking only, but need a parking solution
- Slow down the traffic
- Sidewalks and bike paths
- Roads and traffic
- Pedestrian safety
- More EV chargers
- Potholes – streets upkeep more frequently
- Widen Highway 9
- Sidewalks on Ludwig
- Bike friendly and urbanism
- Infrastructure for cycling
- More sidewalks in neighborhoods
- Traffic
- Crosswalk buttons in downtown
- Sidewalks and crosswalks on Second St

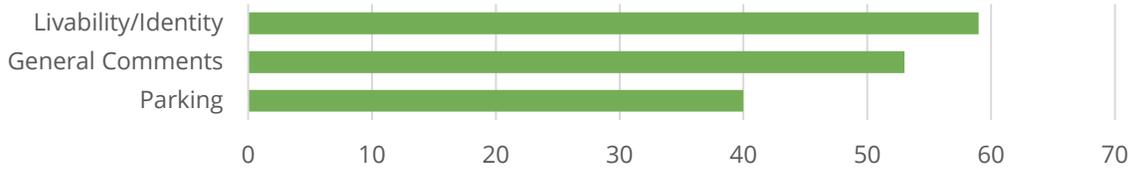
### Ideas/Suggestions Subthemes



#### Comment Excerpts

- Urban agriculture
- Community center
- Small business incubator
- Small manufacturing
- More diverse variety of restaurants
- Outdoor movies
- Food trucks
- Create artist co-op with studio and housing
- Affordable housing, open spaces, youth activities
- Daycare options are very limited in town
- Toddler/mom play café
- Year-round farmers market
- Rec center for kids
- Mix commercial and housing
- Drive-in theater, movie theater
- Concert hall
- Pedestrian access over the river
- Build a hotel
- Family friendly amenities
- Support local businesses, low taxes, minimal regulation

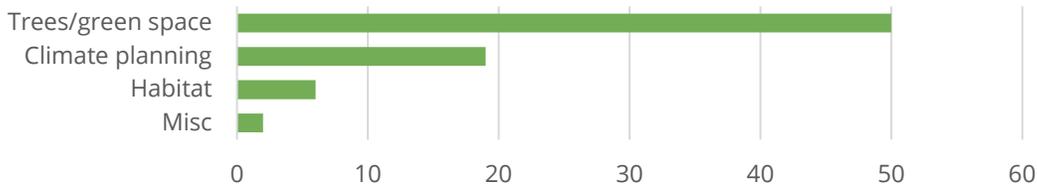
### Miscellaneous Subthemes



#### Comment Excerpts

- A plan for our children’s future
- Just keep rockin’ it
- Inclusive to ALL
- Maintain historic character
- Snohomish “vibe”
- Small town, family friendly events
- No high rises
- Actually enforce codes
- Keeping historic neighborhoods
- Make the most of the money, talent, time, resources available
- Love the events
- More quirky small businesses
- Small town feel
- Parking lot/garage
- No high power boats on Snohomish River
- More diversity
- Little town big feel
- More teen hangout space and preserve small town feel
- Farming roots – there used to be tractors on First Street

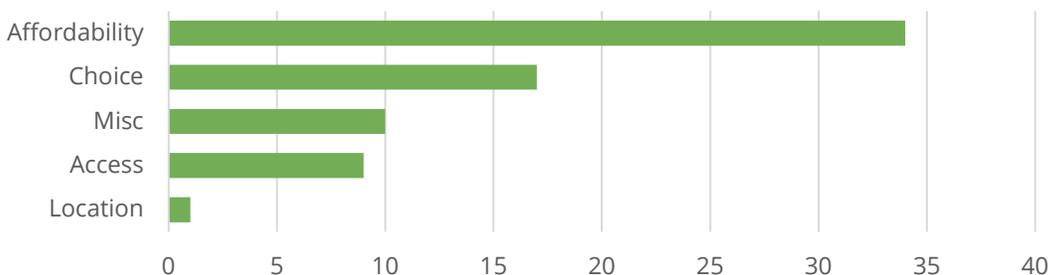
### Climate Subthemes



#### Comment Excerpts

- Plan for climate change
- Community garden
- Preserve/plan for animal habitat
- Rooftop parks, green roofs, micro-hydro
- Trees
- More trees
- Food forests
- Less pollution
- More shade downtown
- More trees in large pavement
- Salmon
- Add a climate ‘lens’
- Solar incentives
- Healthy rivers

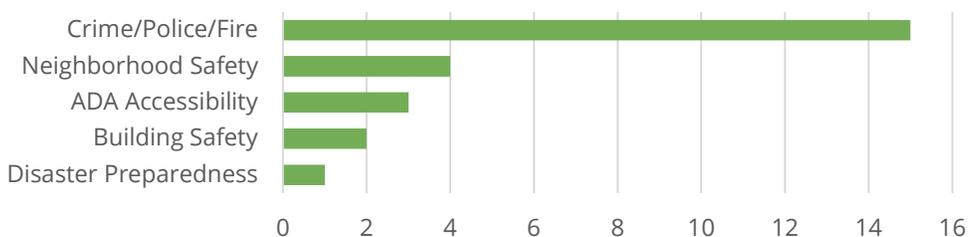
### Housing Subthemes



#### Comment Excerpts

- Allow seniors to age in place
- Affordable homes
- More housing
- Look for opportunities for RENT CONTROL
- Privacy with trees and shrubs or open space
- Increase density in town for elderly people
- Supporting/reducing homeless and transient population
- Townhouses
- More row housing
- Housing options
- Affordable housing – condo options – with walkability to town
- It’s hard to buy a house at age 30 +/-
- Mixed income housing
- Affordable housing – duplex/triplex in SFR

### Public Health & Safety Subthemes



#### Comment Excerpts

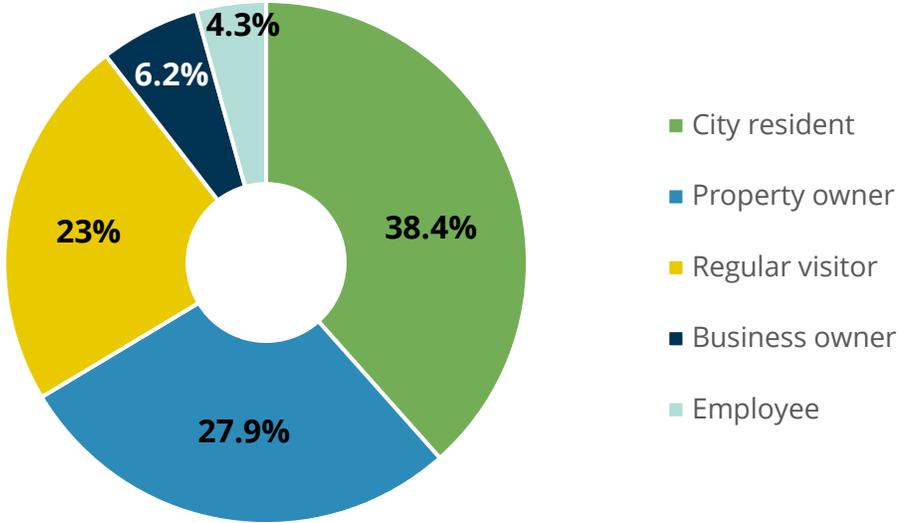
- Streetlights in neighborhoods for safety
- Downtown more ADA accessible
- More lighting on Riverfront Trail
- Keep the strong police presence
- Keep crime low
- More speed enforcement/tickets
- Walking safety, pedestrian lights and crossing
- Deterring drugs and homelessness
- Preparedness for disasters

**Reach:** 324 (individual comments)

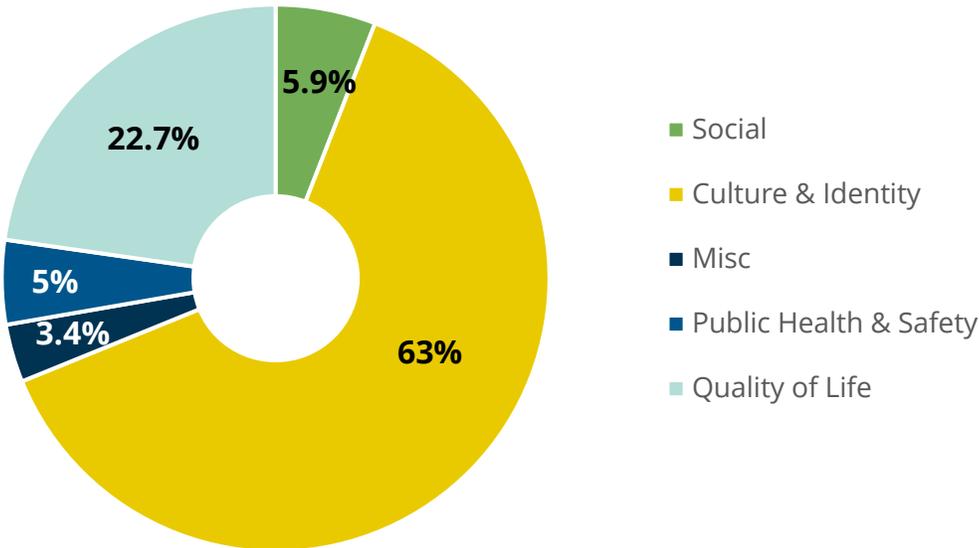
### Our Future Snohomish Comprehensive Plan Survey

The Our Future Snohomish Comprehensive Plan survey opened in January 2023 and remained open throughout the year. The survey was advertised via social media, Civic Ambassadors, on QR codes at public events and presentations, and on flyers in town. The survey was hosted online through a module of CivicPlus, the City’s website platform. It also integrated two questions using Balancing Act, a third-party survey platform.

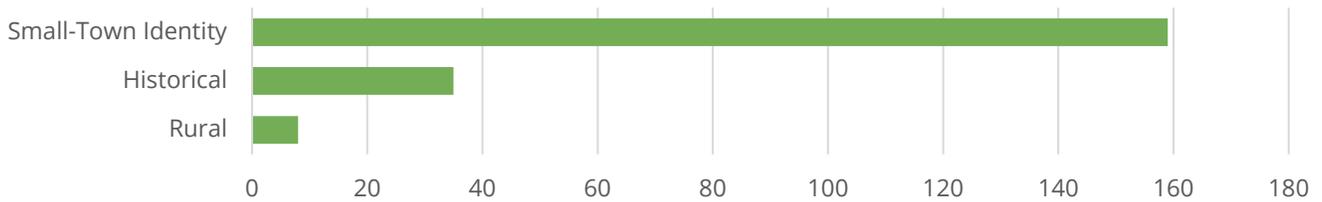
**Q1: Are you a community member?**



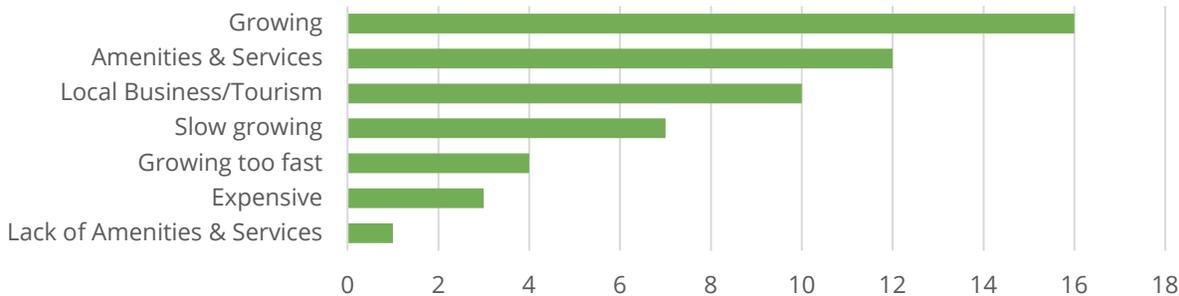
**Q2: If you could describe Snohomish using only 2 or 3 words, what would they be?**



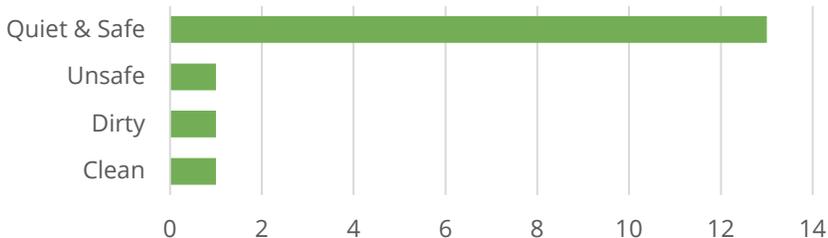
**Culture & Identity comments**



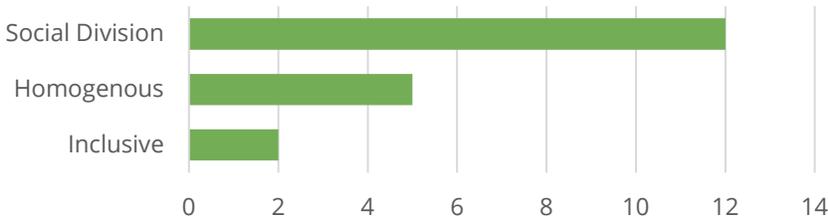
### Quality of Life comments



### Public Health & Safety comments

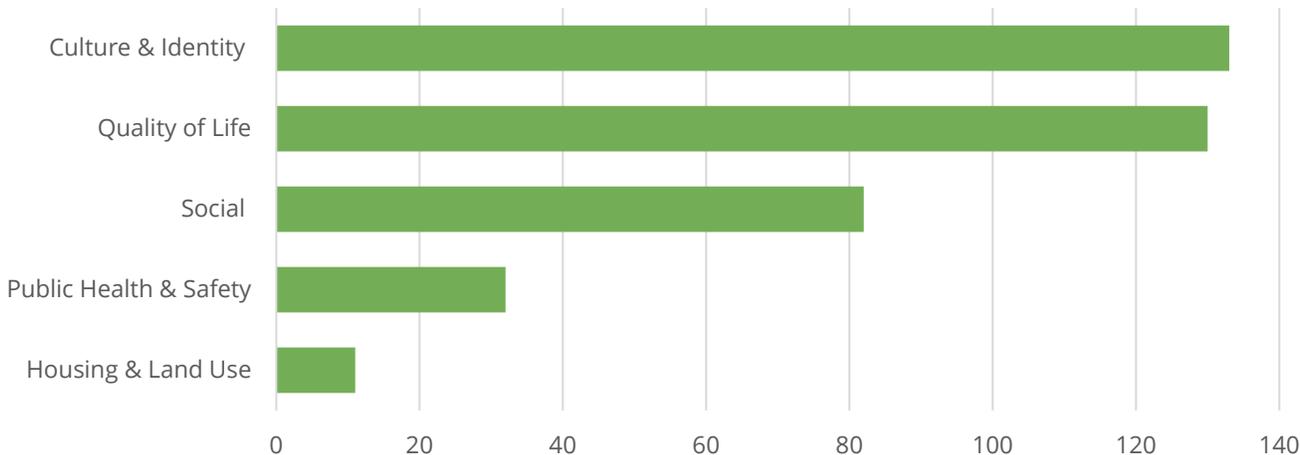


### Social comments

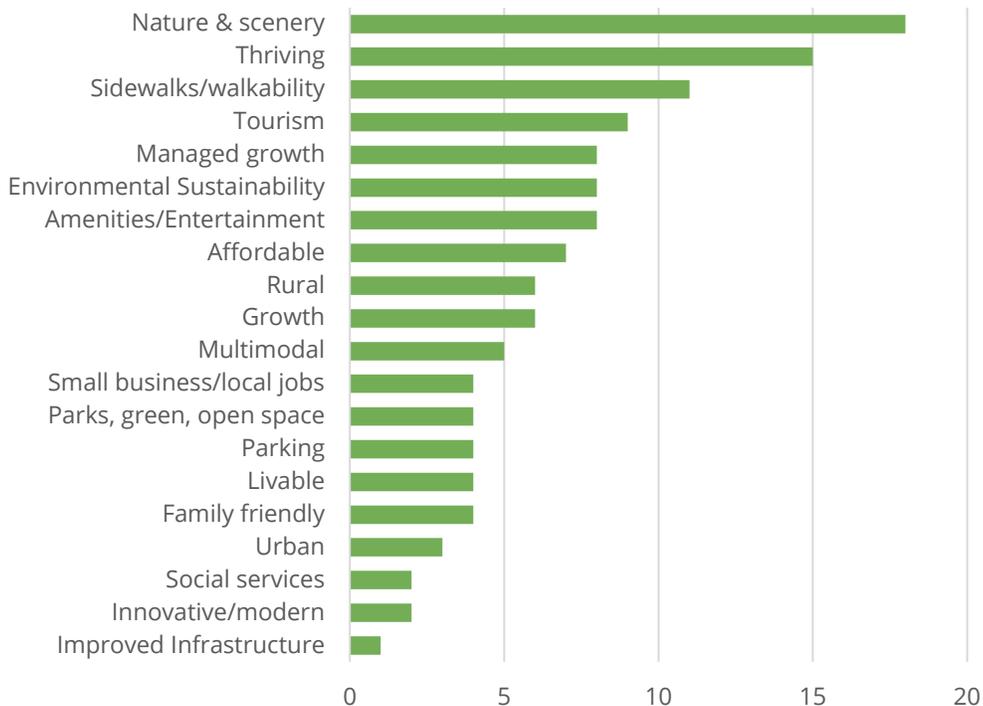


**Q3:** Now think about Snohomish in 20 years. What 2 or 3 words, would you use to describe the ideal future Snohomish?

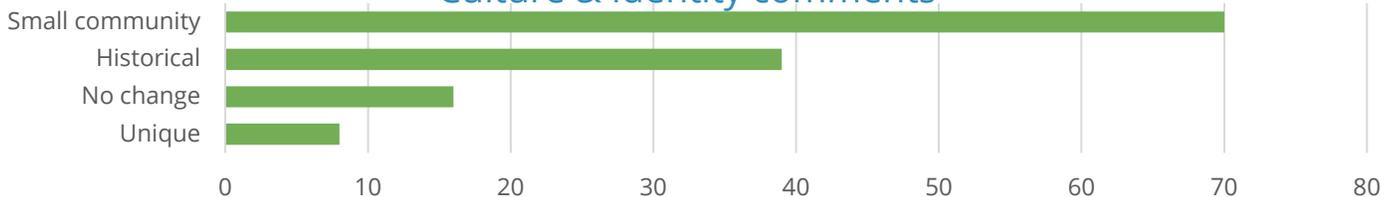
### Snohomish in 2044 - major themes



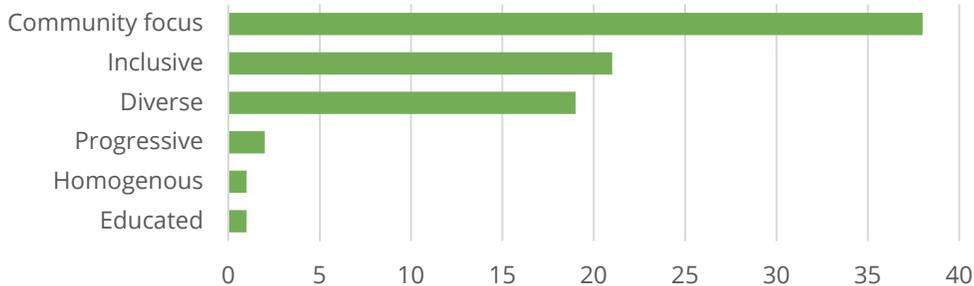
### Quality of Life comments



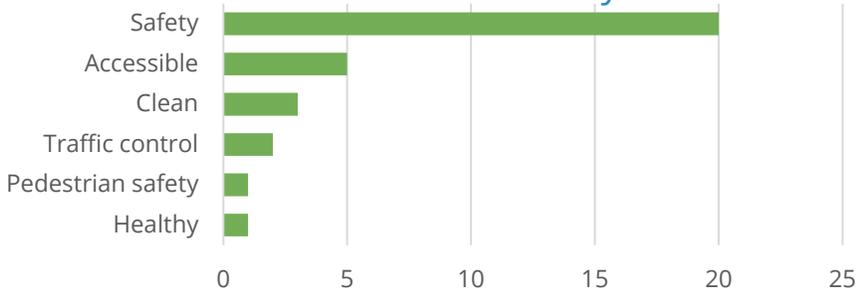
### Culture & Identity comments



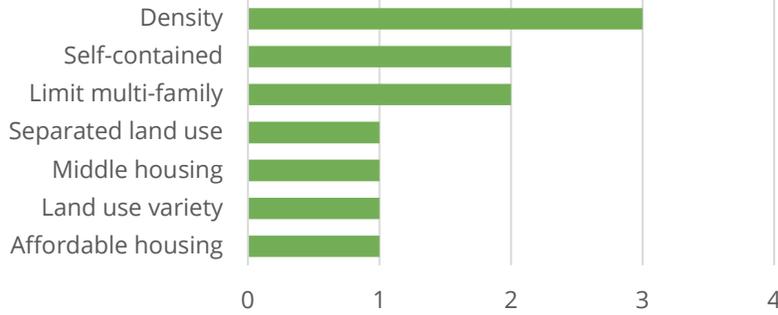
### Social comments



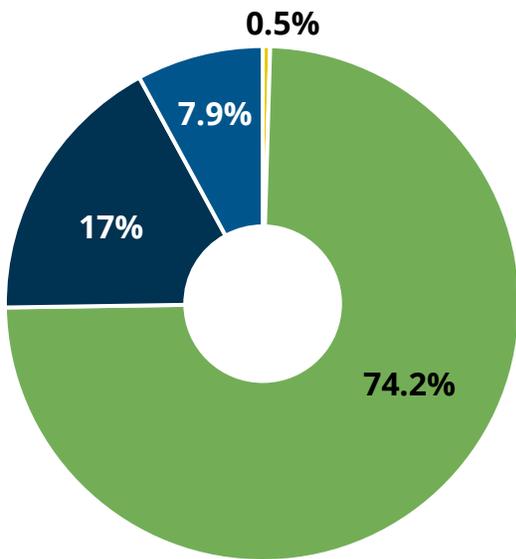
### Public Health & Safety comments



### Housing & Land Use comments

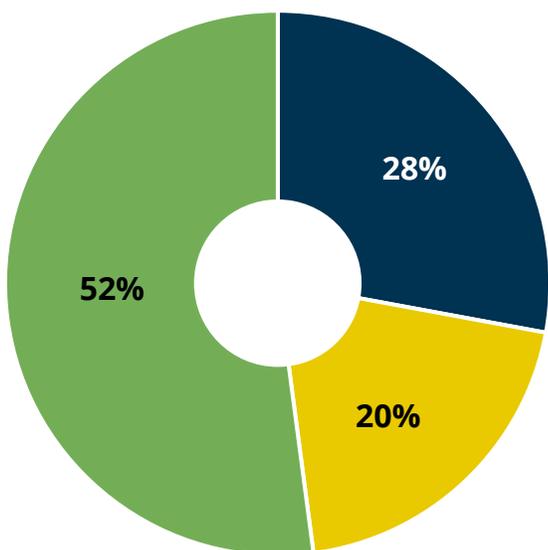


**Q4:** What best reflects your position on growth in Snohomish?



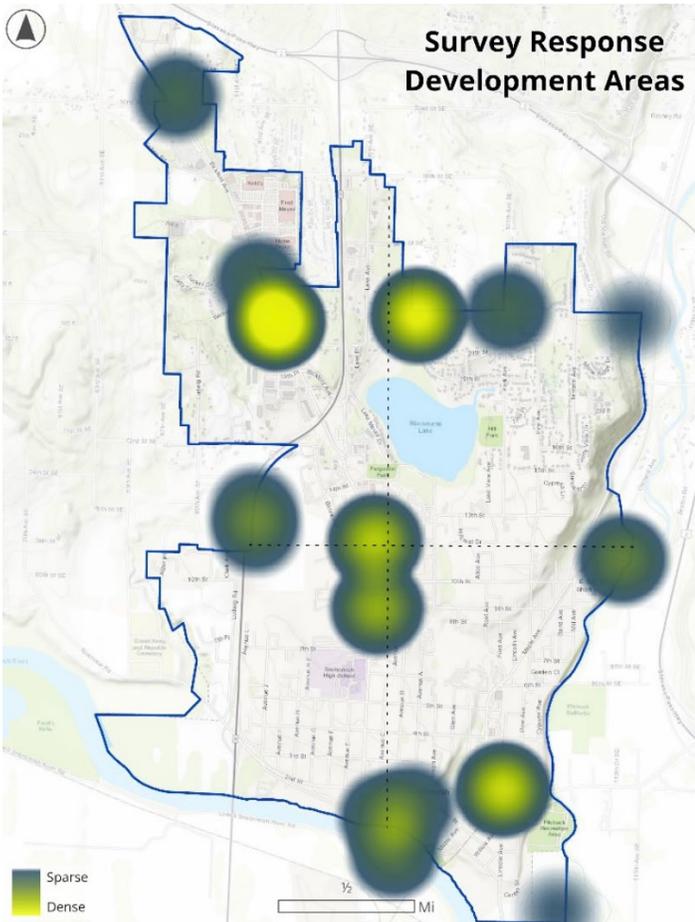
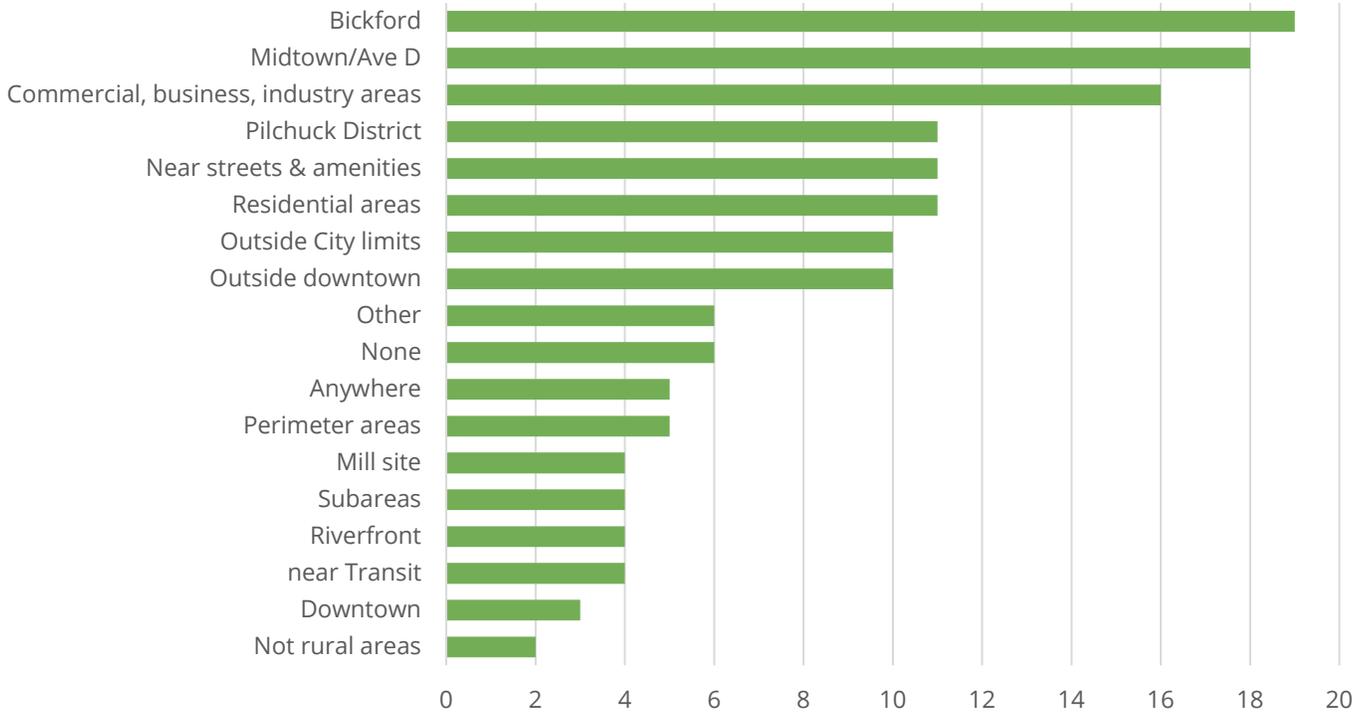
- Growth is inevitable and I don't think it needs to be managed.
- Growth is inevitable, but it should be managed and directed strategically.
- I want Snohomish to stay static, the same as it is today with no growth.
- Snohomish needs more growth so that there are more amenities and choice for residents.

**Q5a:** Should population growth be distributed evenly across the city or focused into certain areas?

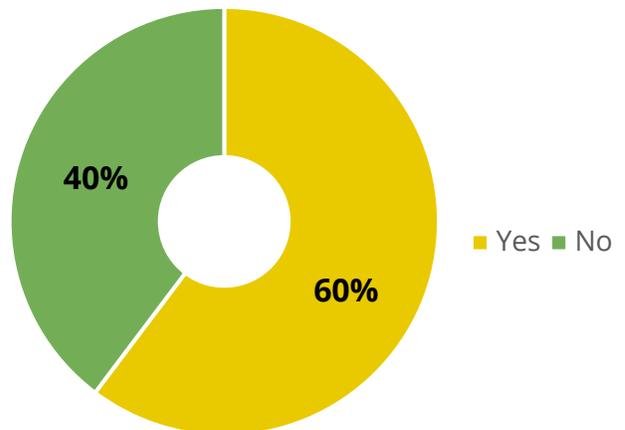


- Distributed evenly
- Unsure/no preference
- Focused in certain areas

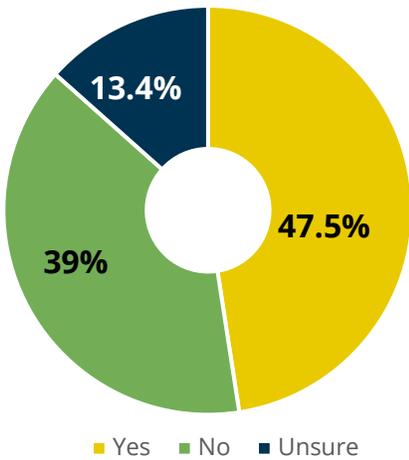
**Q5b: Which areas of Snohomish do you think are best to handle growth?**



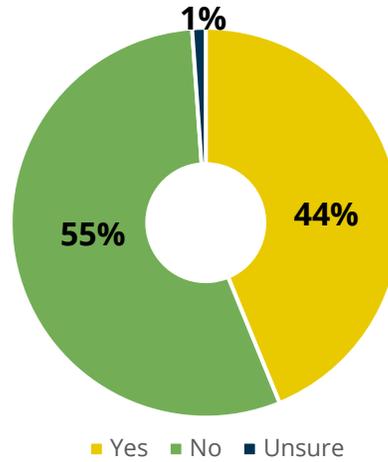
**Q6a: Do you own a home in the City of Snohomish?**



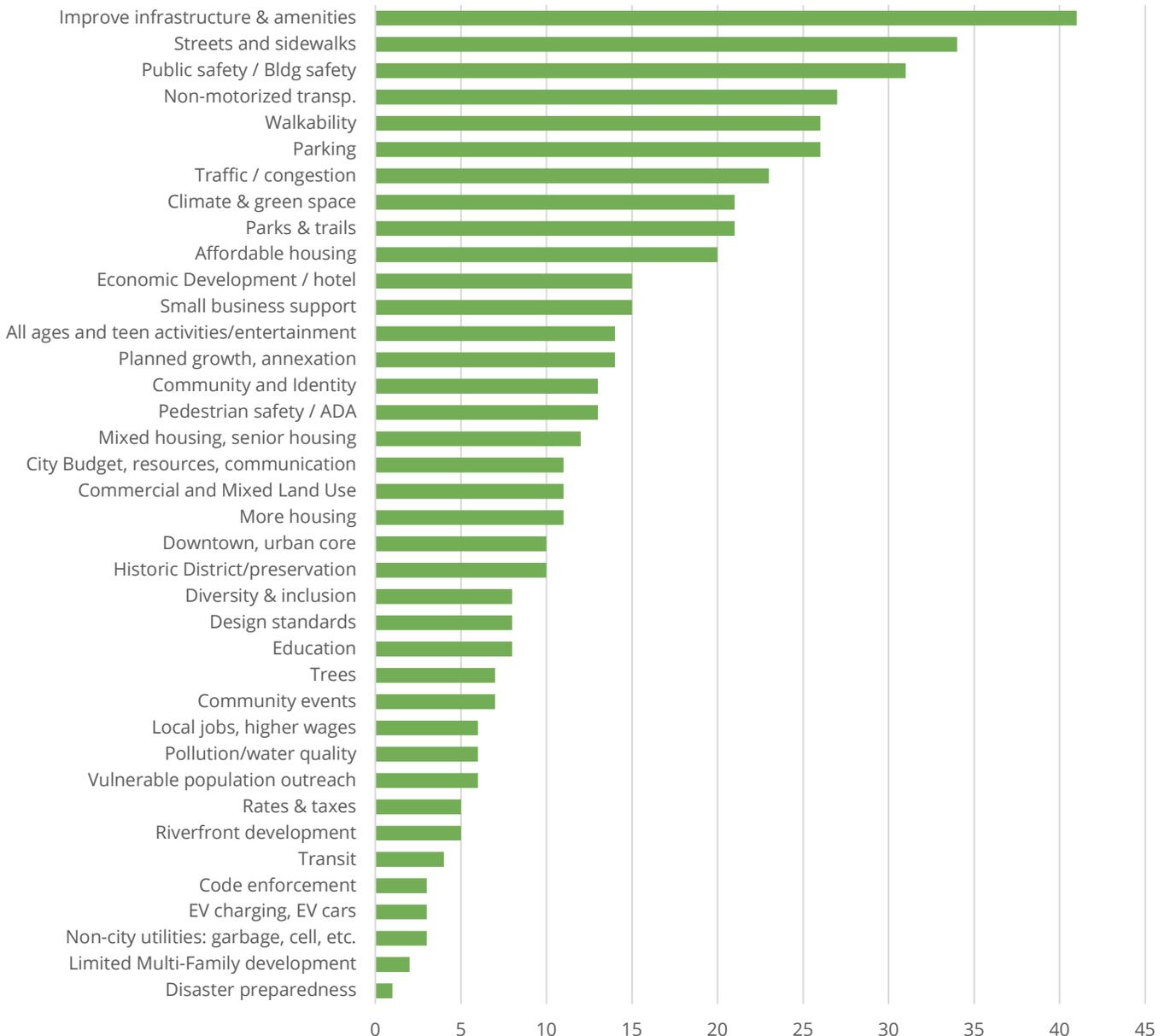
**Q6b1:** Could you afford to buy a home in Snohomish today?



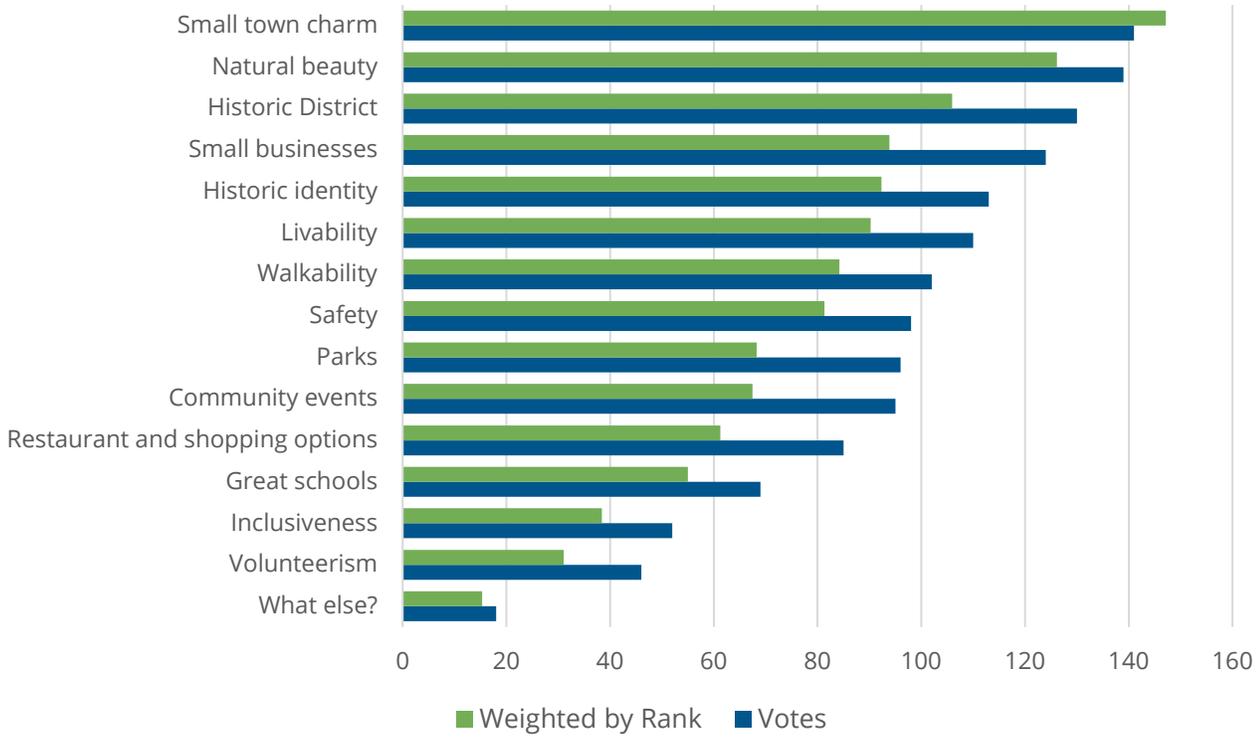
**Q6b2:** Would you be able to afford to buy your home in today's market?



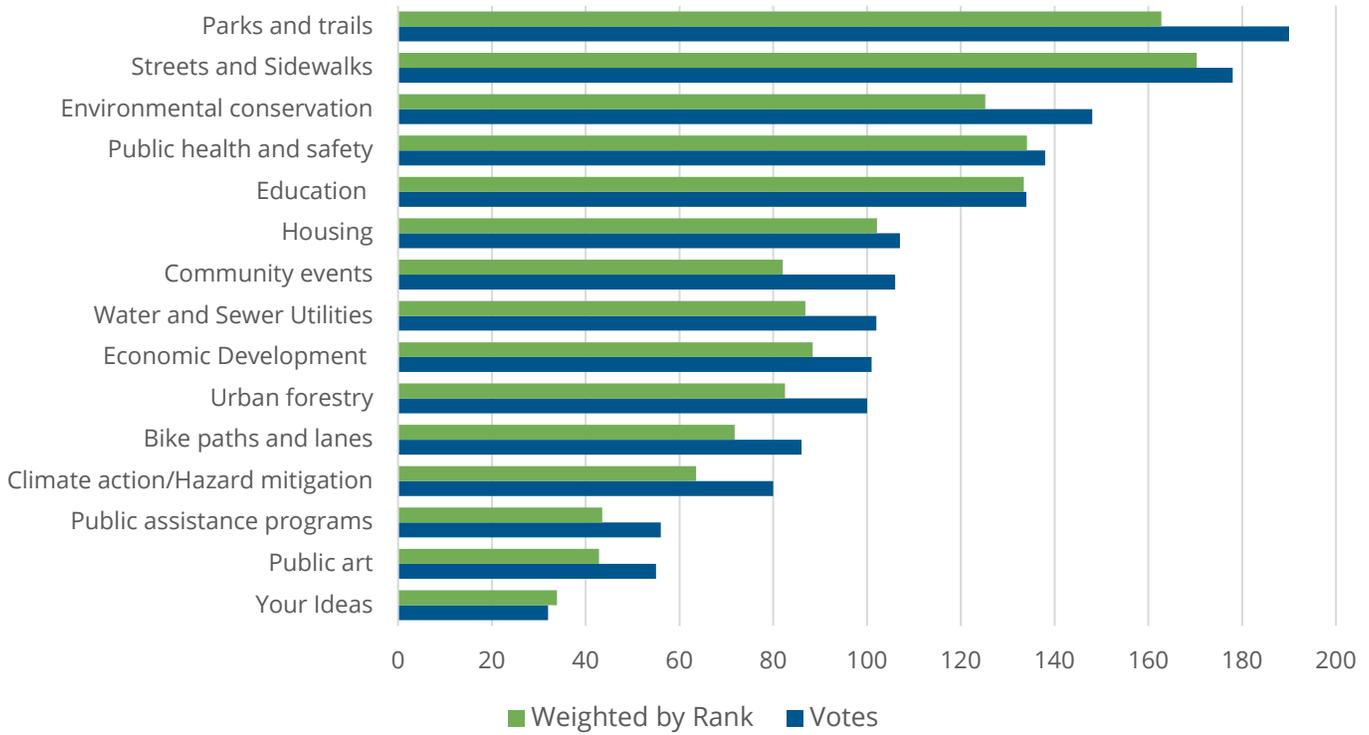
**Q7/Q8:** What could be improved in Snohomish? What should the City focus on?



**Q9: What do you love about Snohomish?**



**Q10: What are your future priorities?**



**Reach:** 2,104 (214 survey responses; 1,890 social media)

## Housing Simulation Survey

This web-based simulation survey asked respondents to consider where residential growth should be located and what type of housing should go where, based on the City's 2044 housing targets. The simulation used the Balancing Act platform, which has a balance bar at the top of the screen to indicate when housing targets are met. Housing types and geographic areas of the City were determined by staff for clarity and consistency of response data. Housing types were defined through text callouts and the image below.



Geographic areas consisted of the Bickford Avenue corridor, Blackmans Lake, Historic Downtown, Ludwig Road, the Midtown District, the North Lake Subarea, and the Pilchuck District. The images below were built into the survey to help illustrate which parts of the city were being referred to.

**Bickford Ave Corridor**

**Blackmans Lake Area**

**Historic Downtown Area**



**Ludwig Road Area**

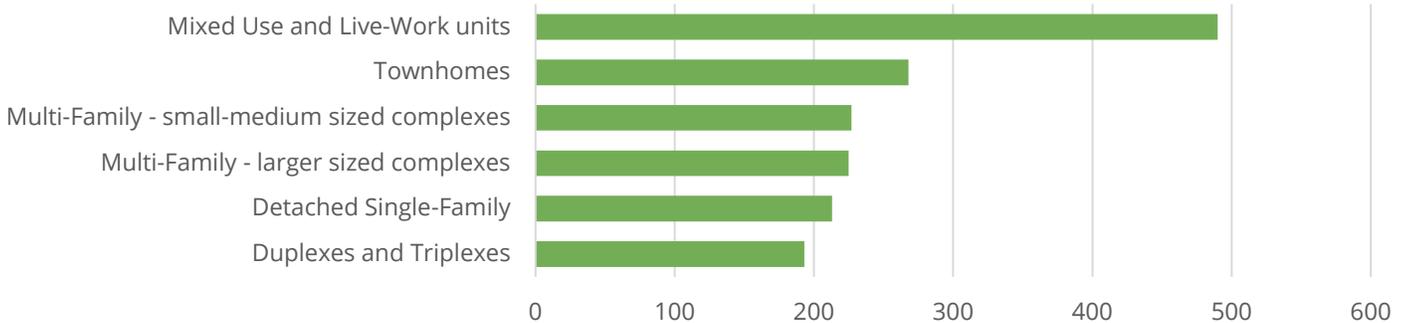
**Midtown District**

**North Lake Subarea**

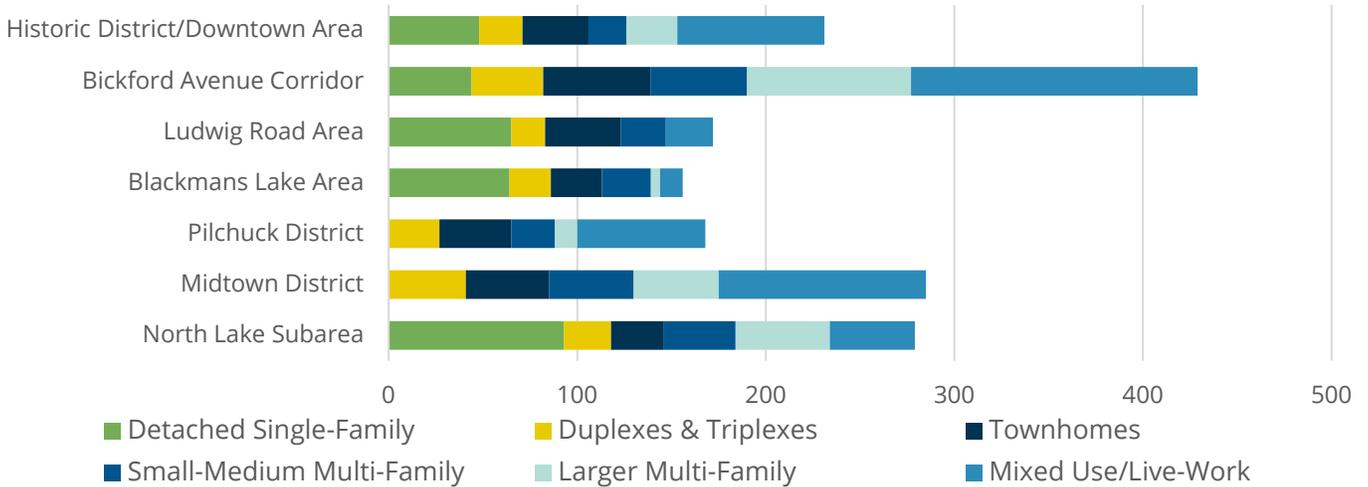
**Pilchuck District**



### Housing Types by Units Added



### Geographic Area by Housing Types/Units Added



**Reach:** 970 (14 survey responses; 956 social media)

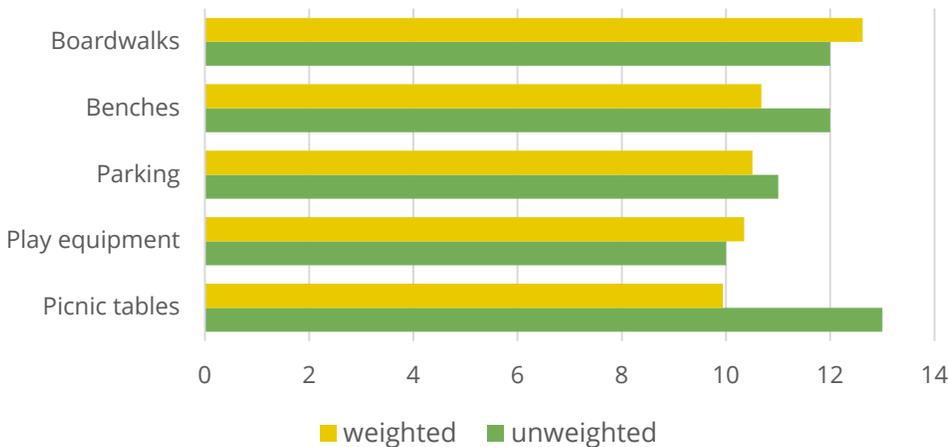
## Park Amenities Survey

The Parks PROS Plan was being updated at the same time as the Comprehensive Plan engagement program, thus there were opportunities for a holistic approach to both.

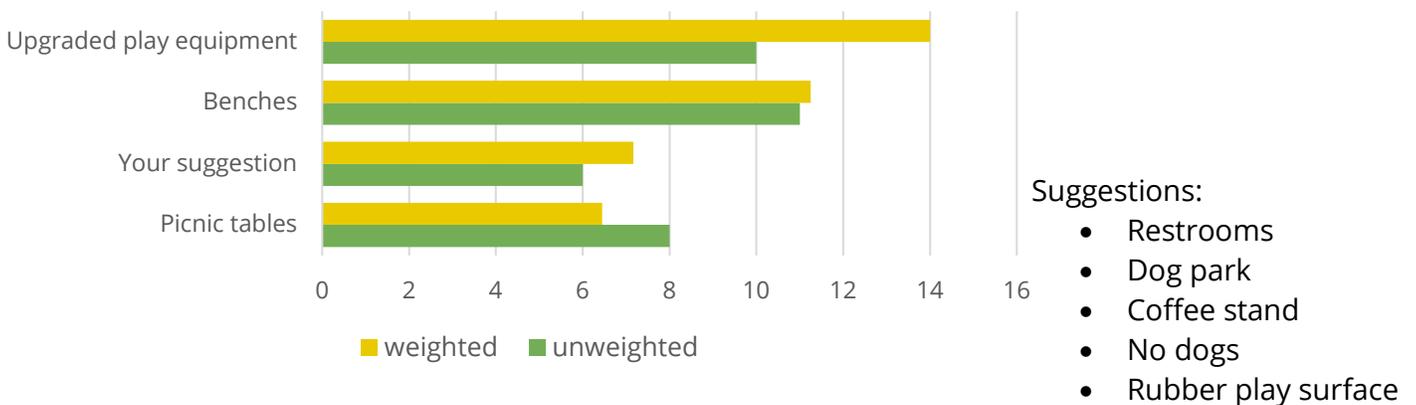
The Parks Amenities survey was published as an interactive parks inventory map using ArcGIS Online and Balancing Act. Users could click on a park property and see a list of its current amenities and a button to open the survey. Each possible amenity was represented with a colorful image. Respondents were asked to select the amenities they wanted to see for each park, and then to put those items in rank order of importance. This information was used in developing the Capital Improvement Program in the PROS Plan, which was adopted in December, 2023.

Top results of the survey for each park property, current and future, are shown.

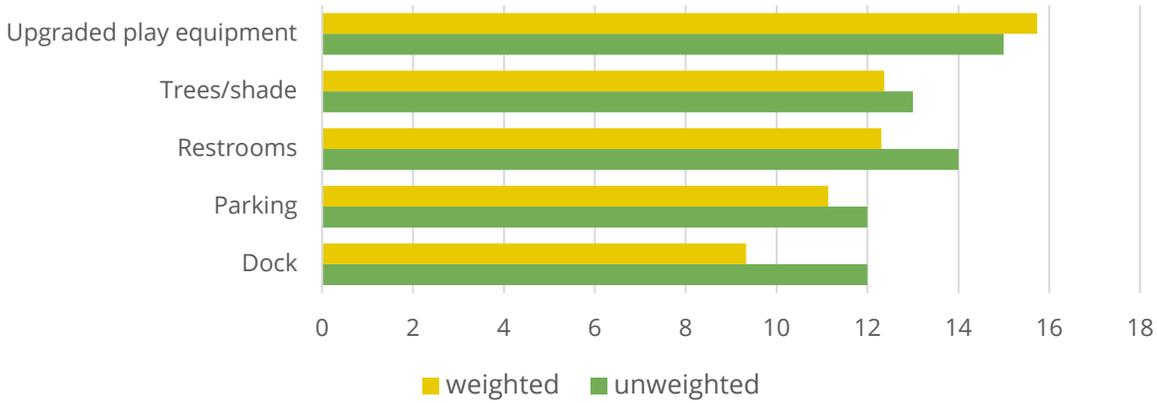
### Cady Park



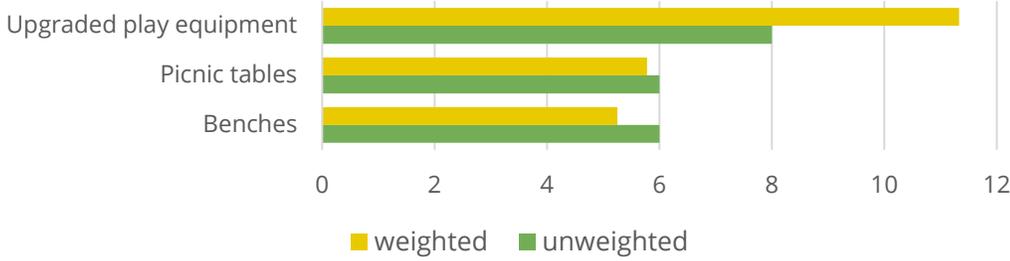
### Claytown Park



## Ferguson Park



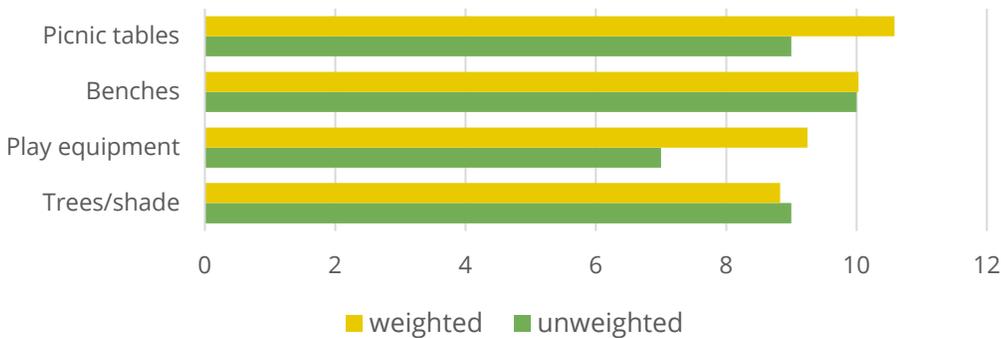
## Fischer Park



## Hill Park



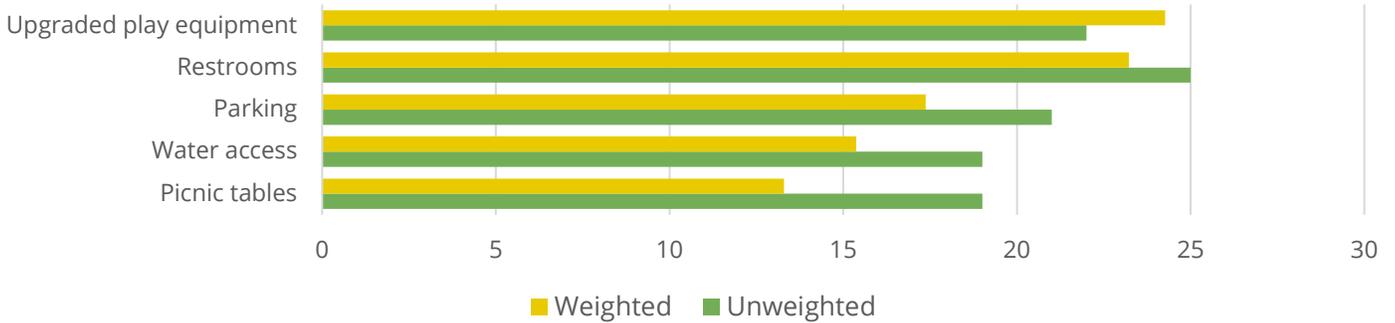
## KlaHaYa Park



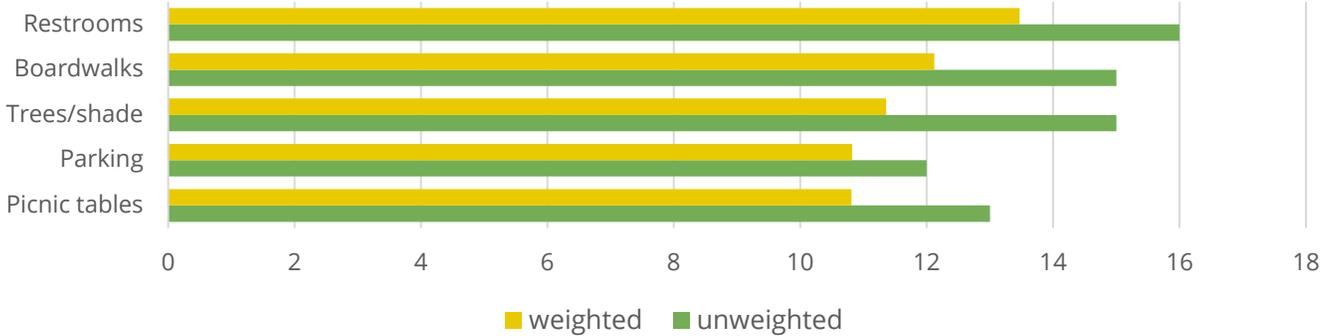
## Morgantown Park



## Pilchuck Park



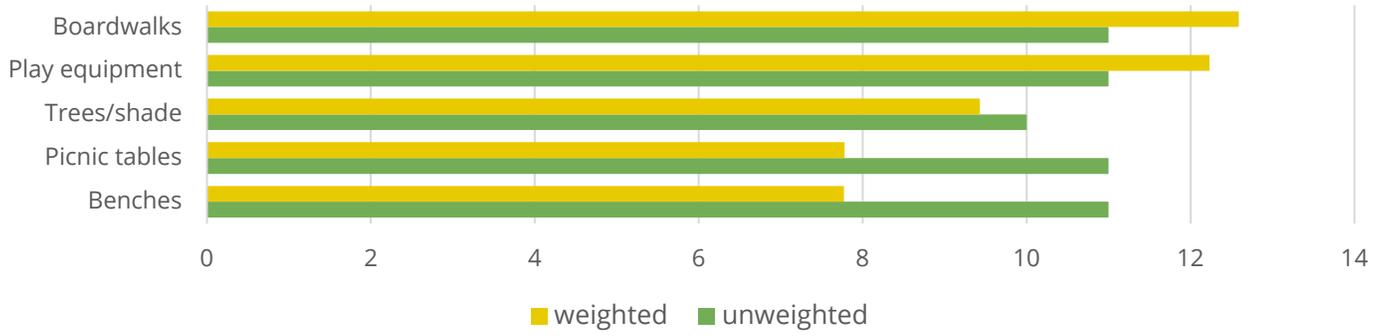
## Pilchuck Julia Landing



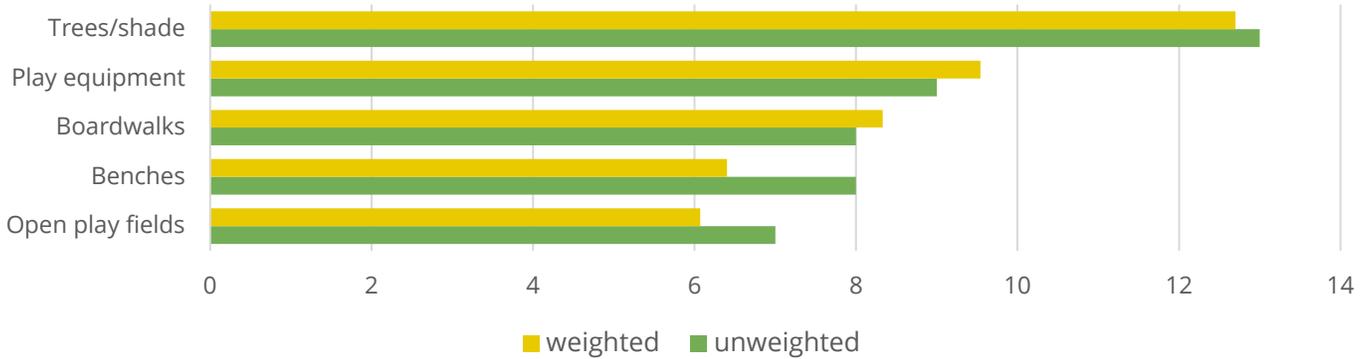
## City Shop Site (future park)



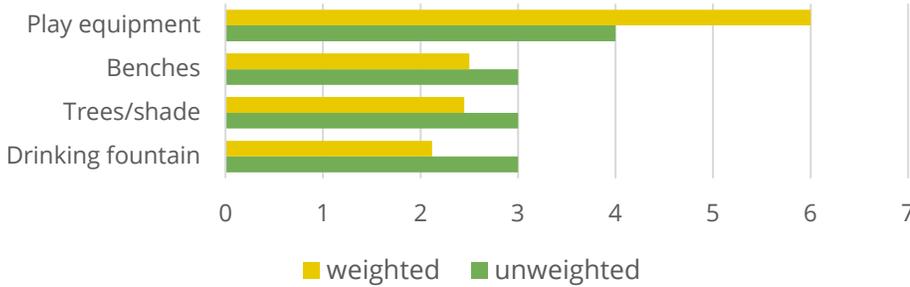
### Harrymans Farm (future park)



### Homestead (future park)



### Whistlestop (future park)



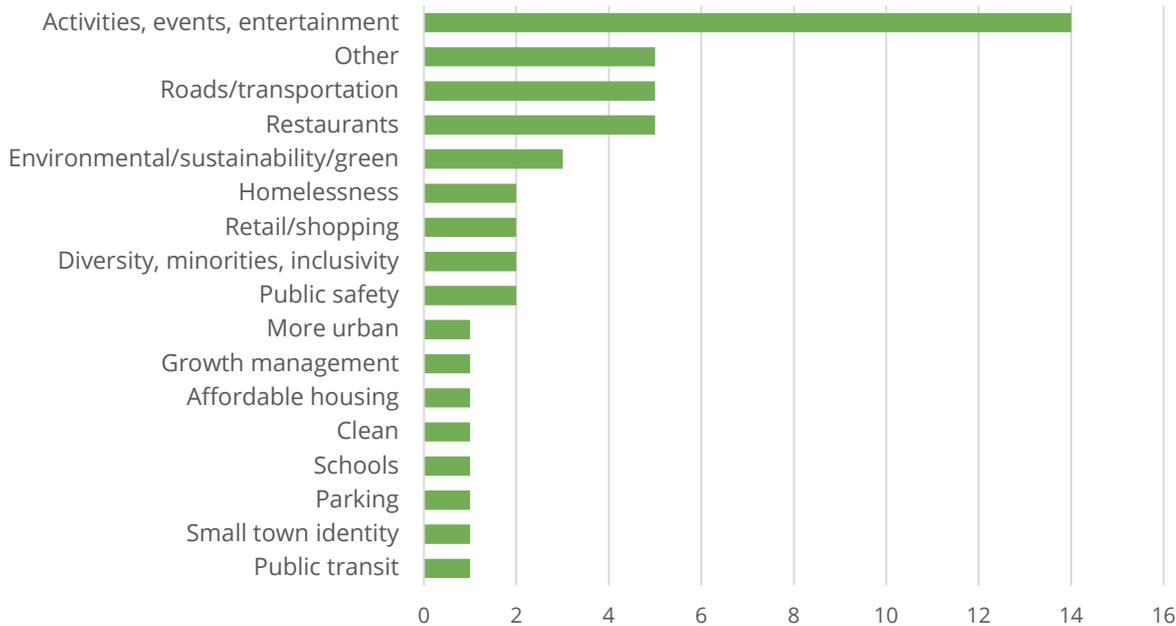
**Reach:** 1,368 (221 survey responses; 1,147 social media)

## Kids Design Snohomish

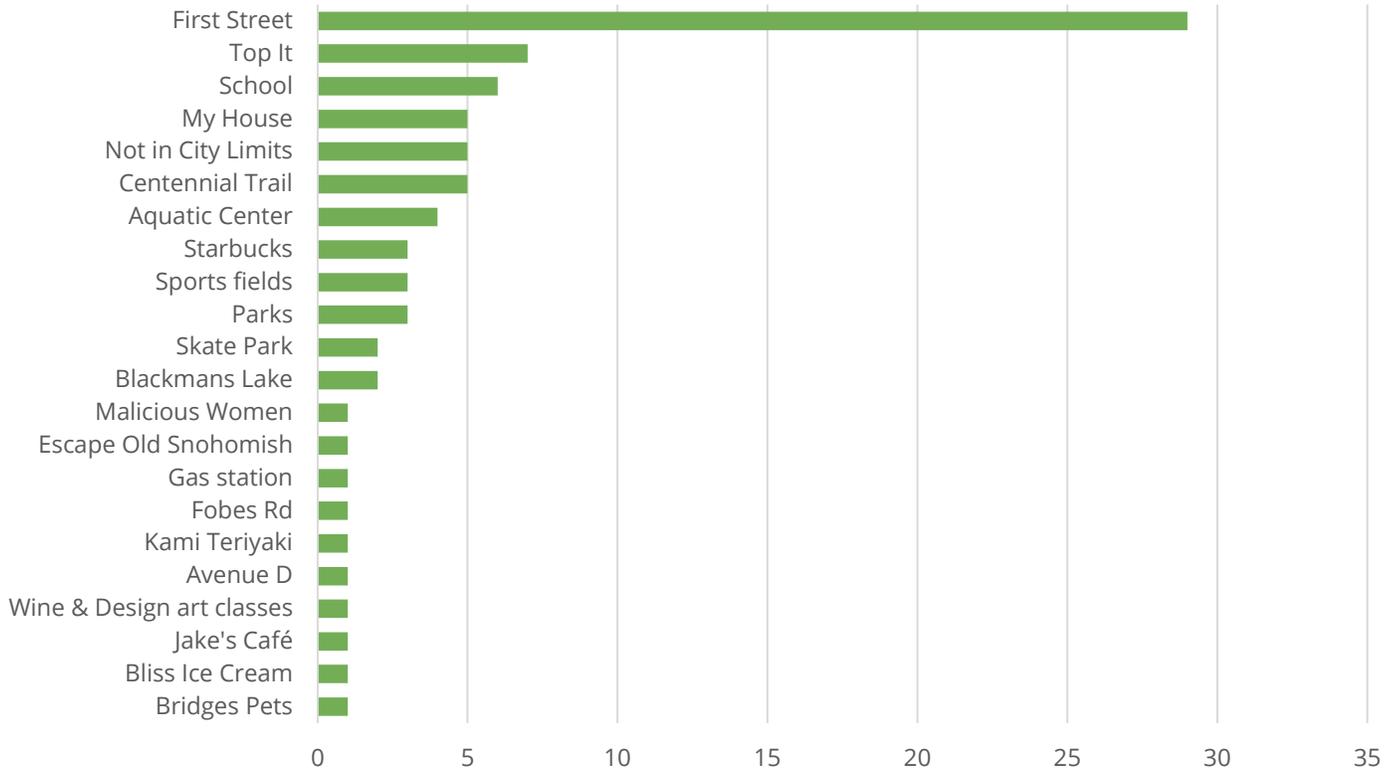
Most of the input from the Kids Design Snohomish program was reported in the tabling section. Results below are from the school-focused engagement efforts.

### Cascade View & Central Emerson Elementary Schools

#### Major themes

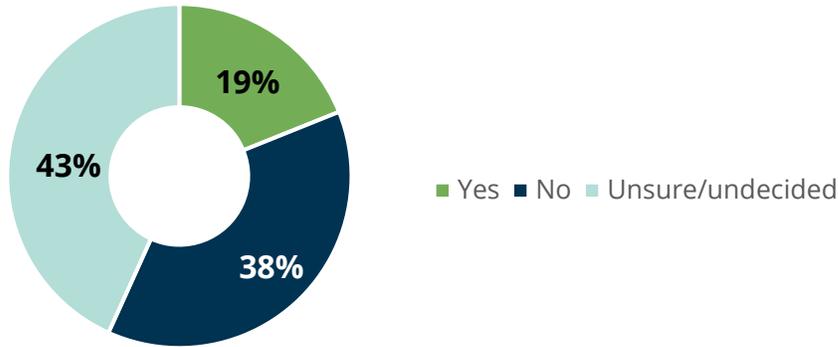


#### Favorite place in Snohomish

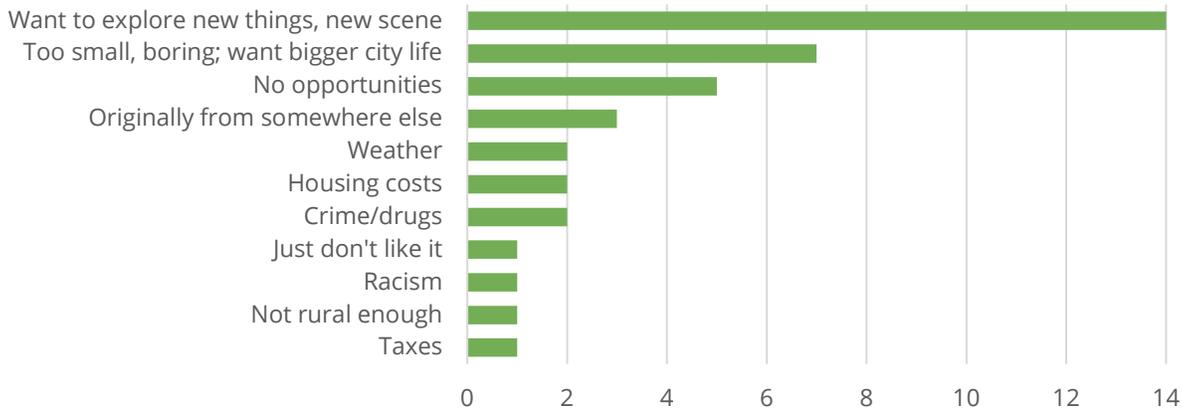


## Snohomish High School

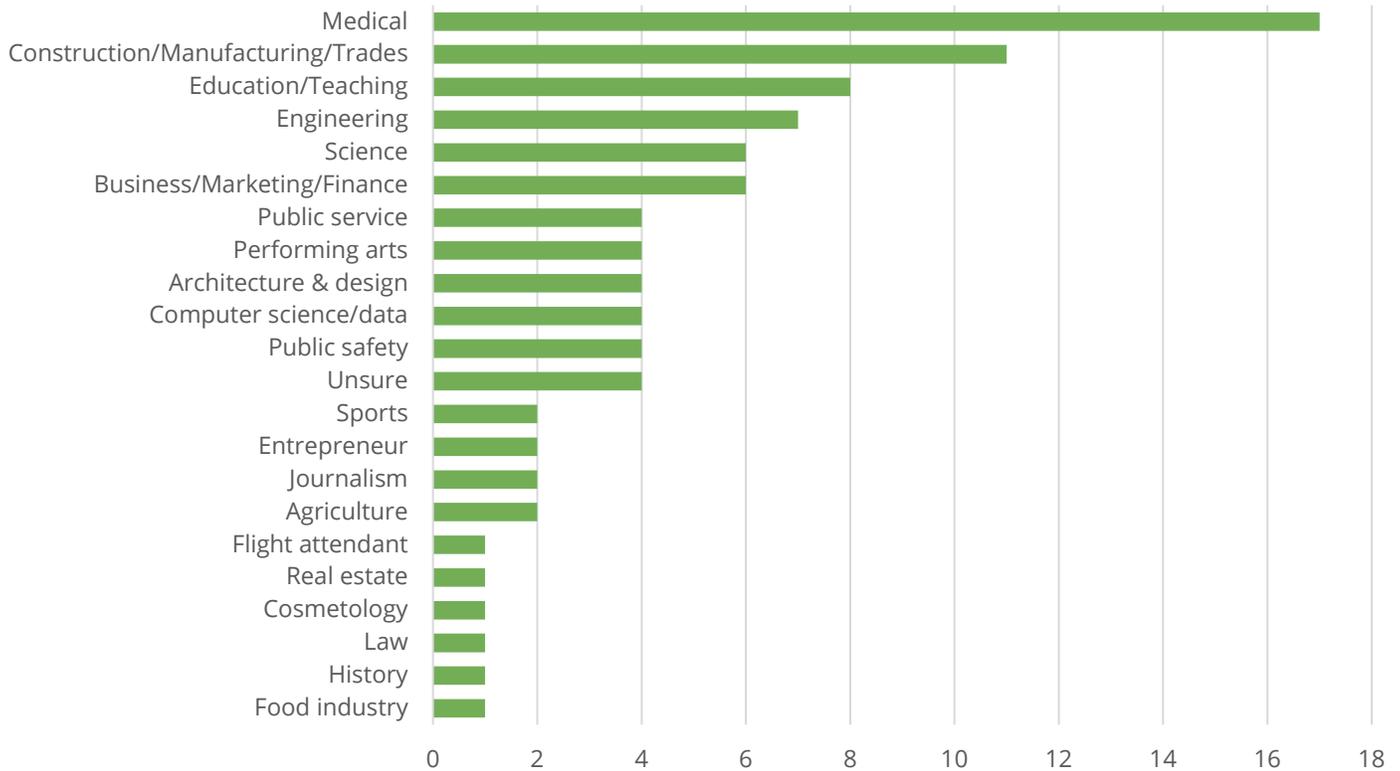
**Q1: Do you want to live in Snohomish as an adult?**



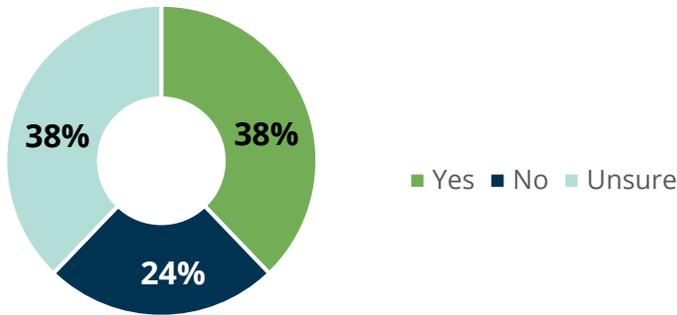
**Q2: Why?** (note: only answers following 'no' and 'unsure/undecided' to question 1 are shown)



**Q3: What kind of job do you want to have when you're finished with school?**

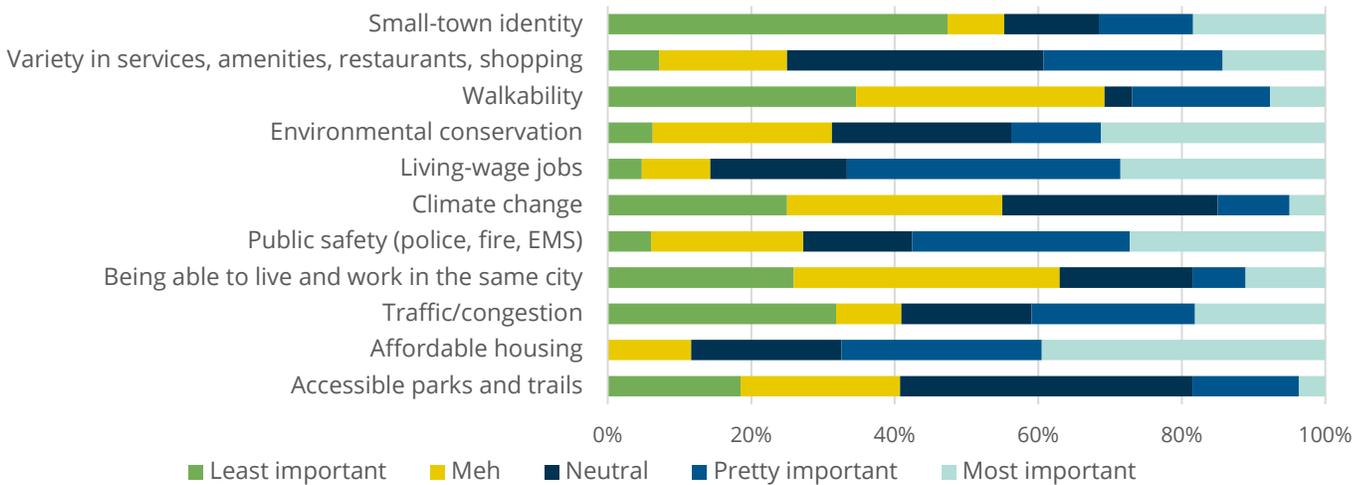


**Q4: Is that kind of job available in Snohomish?**

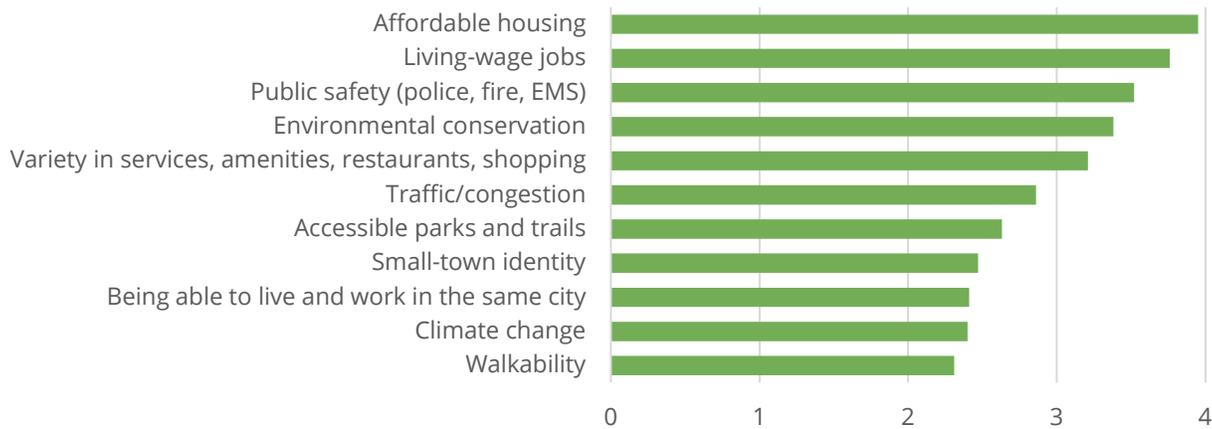


**Q5: How important are the following things to you?**

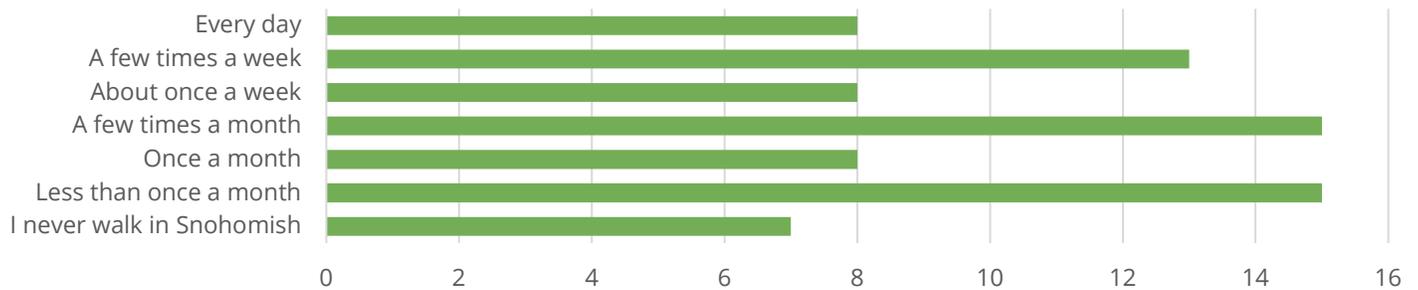
**Response rankings**



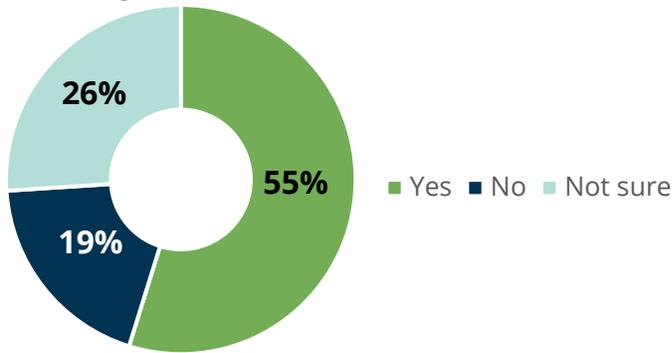
**Weighted average**



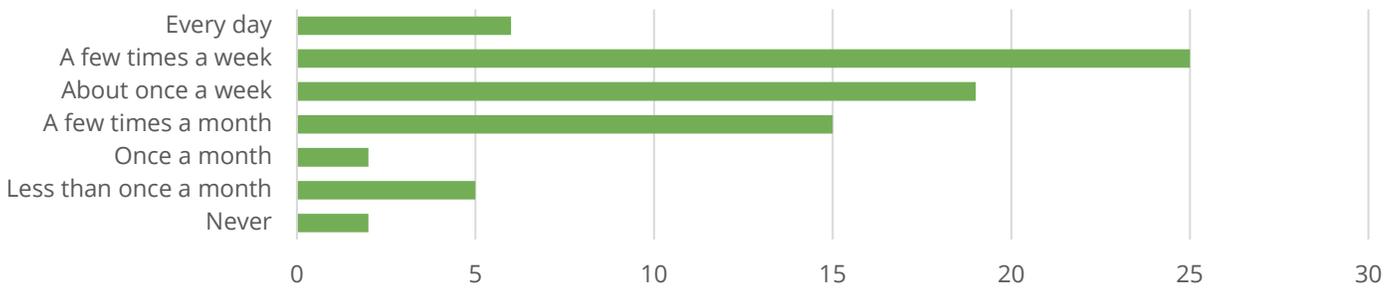
**Q6: How often do you walk to get around in Snohomish?**



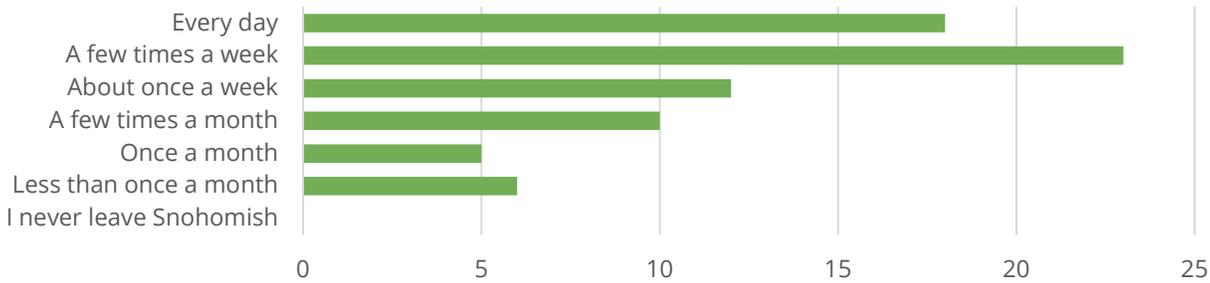
**Q7:** If walking were a better option (more sidewalks, closer destinations, etc.) would you walk more often to get around?



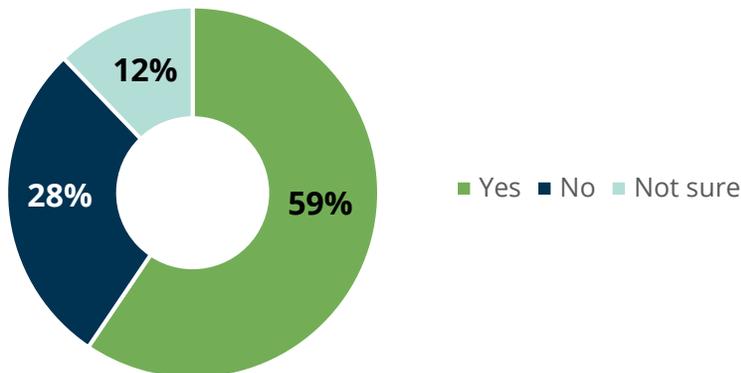
**Q8:** How often do you shop in Snohomish (including grocery, gas, restaurants, coffee shops, etc.)?



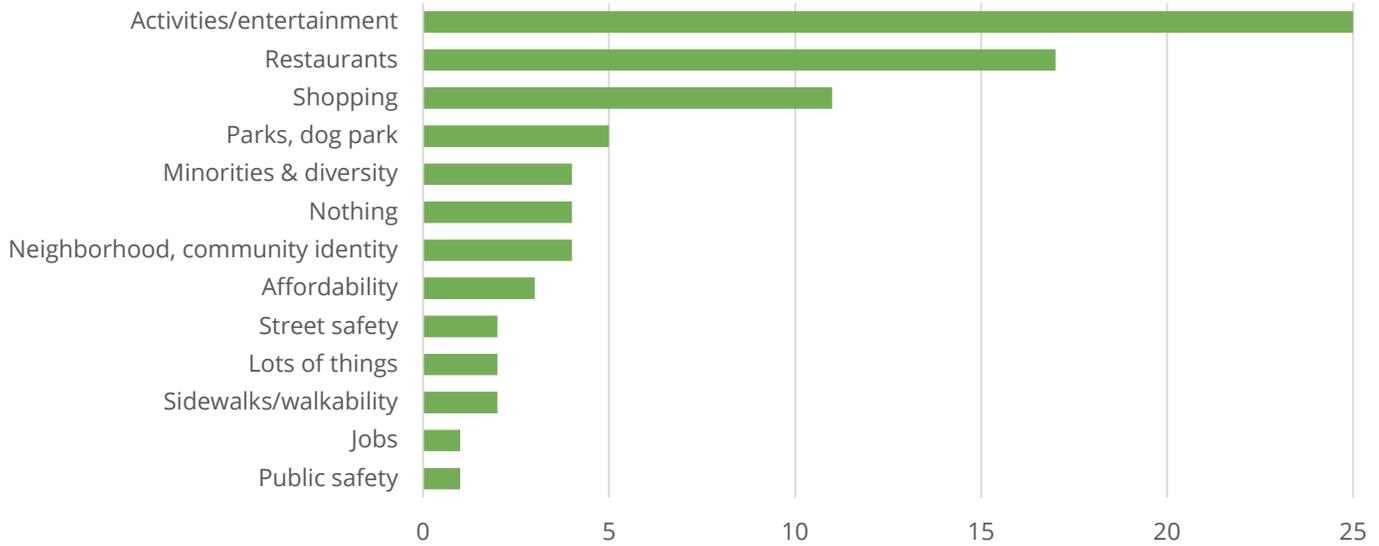
**Q9:** How often do you travel outside Snohomish for shopping/eating/gas etc.?



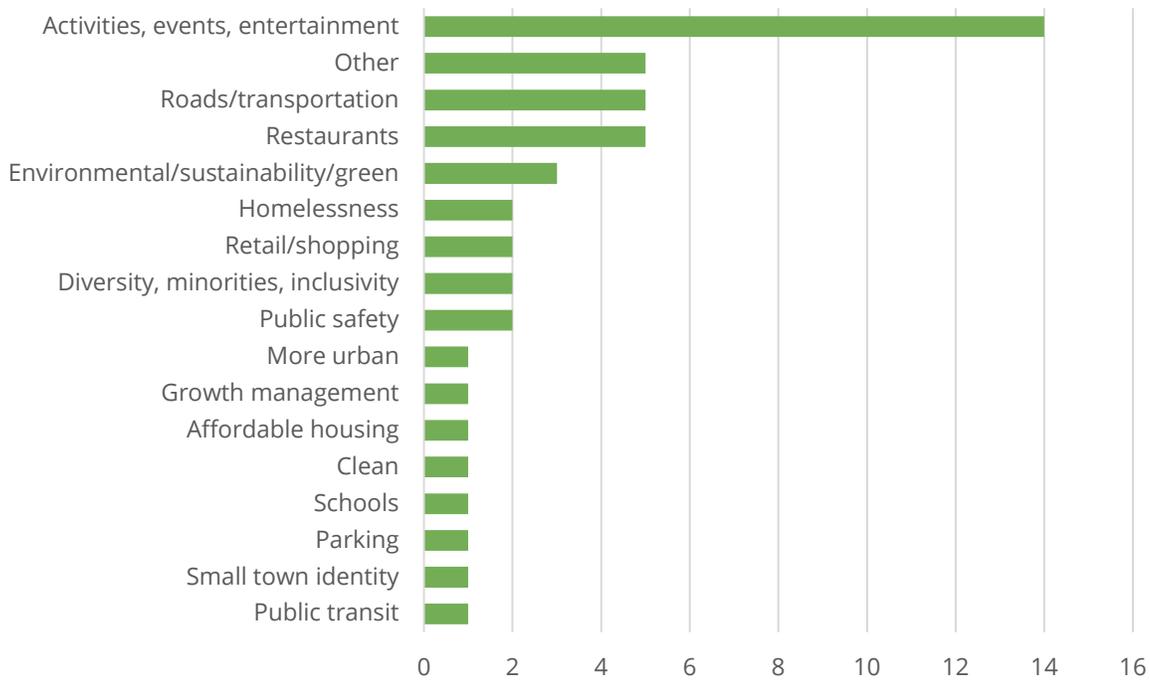
**Q10:** Do you think Snohomish has a good variety of shopping and restaurant options?



**Q11: What do you think is missing in Snohomish?**



**Q12: Is there anything else you think the City should consider as part of planning for the future of Snohomish?**



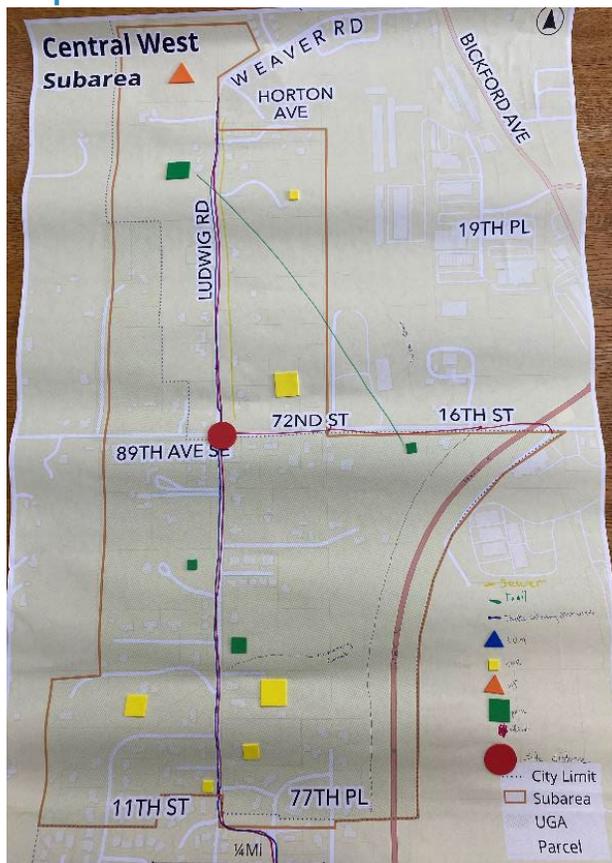
**Reach:** 515 (313 mini lesson students [120 completed maps]; 74 survey responses; 128 social media)

## Subareas Planning Design Workshops

There were several maps created at the design workshops. The number of maps varies based on the number of attendees and small groups at the meeting. While there is some deviation among ideas from each group, in most cases there are common themes that arose for each subarea.

The results below show images of the maps that were produced, in addition to a bullet list and a digital map that summarizes the input and ideas from each small group.

### Central West Maps

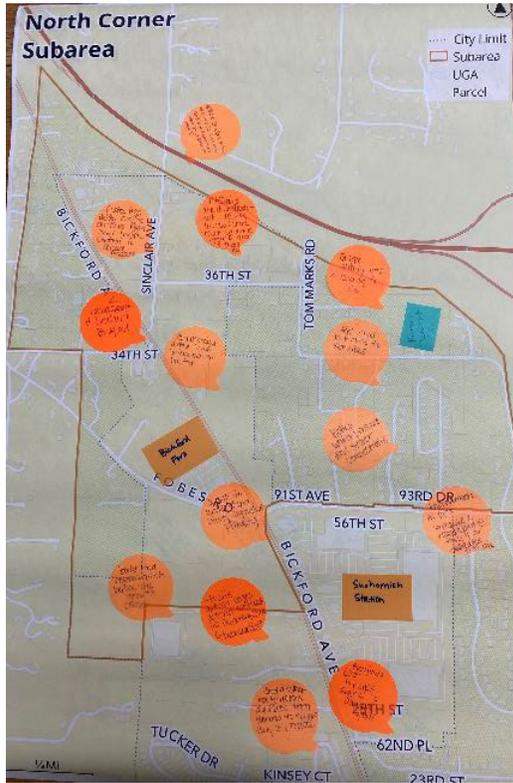


Remote attendees map

### Summary

- Maintain existing zoning
- Add sidewalks, bike lanes, traffic calming measures
- Preserve natural features, wetlands, creek
- Parks, trails, and open space
- Develop Homestead Park site; consider dog park





Remote attendees maps (2 remote groups)

**Summary**

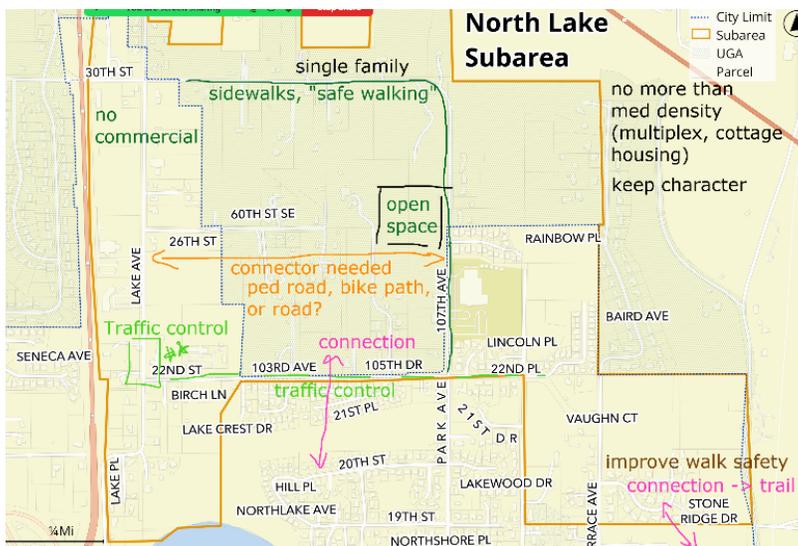
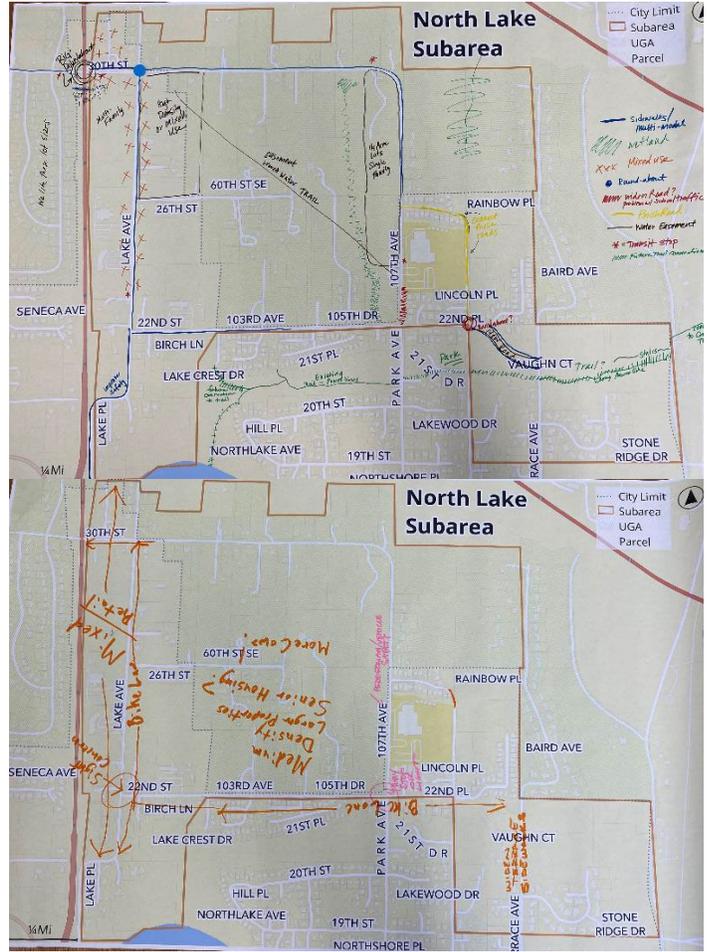
- Potential roundabout at Sinclair/Bickford Ave
- Improve Bickford Avenue to four lanes or reduce speed limit; widen bridge over SR 9
- Sidewalks/bike trails to connect to Centennial Trail, rest of city
- Comprehensive sidewalks beyond just Bickford Avenue; address gaps in sidewalk system

- Sound barriers behind Snohomish Station and along SR 9
- Improve timing of stop light at 30<sup>th</sup> Street/SR 9
- Park or open space on large wetland property south of Fobes Road; boardwalks, trails, or dog park
- New road on west side leading to large undeveloped property behind warehouse
- No changes to Wilkshire Lane subdivision
- Mixed Use north of 34<sup>th</sup> Street; increase close, local businesses
- Low density with some townhomes north of 56<sup>th</sup>/30<sup>th</sup> St
- Housing affordability; ADUs and more housing
- More public transit
- Traffic light or other solution to address sight distance issues at 62<sup>nd</sup> Place/Bickford
- Add eastbound on-ramp to Hwy 2 from Bickford Ave
- Improve water pressure and add sewer; utility infrastructure planning
- Build road improvements before the growth comes
- Developable commercial land is limited; not a large need for more retail with Snohomish Station
- Traffic control on Sinclair Avenue to relieve pressure from new Costco

Summary Map



North Lake  
Maps



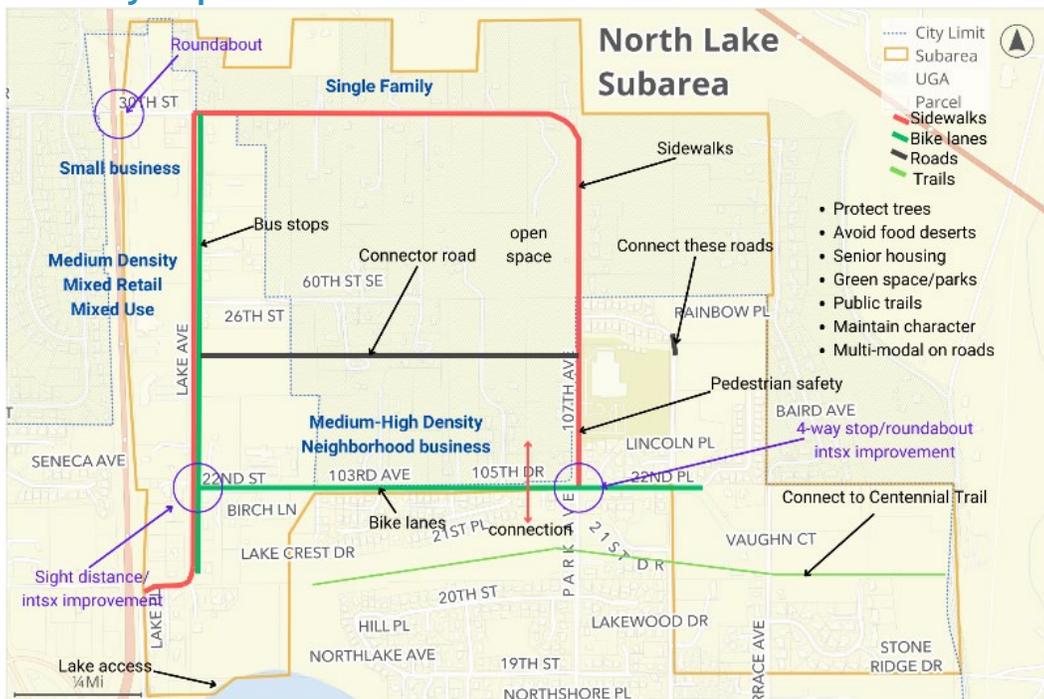
Remote attendees map

Summary

- Small-scale, locally owned small businesses
- Bus stops along Lake Avenue and in front of Cascade View; no bus routes on 30<sup>th</sup> Street
- Duplexes and triplexes with single-family appearance north of 22<sup>nd</sup> Street

- Walking and biking trails to connect to rest of city; make area walkable for safety, protected lanes
- Preserve as many trees as possible
- Parks and green community space
- Roundabout or 4-way stop at 22<sup>nd</sup> Street/Park Avenue
- Don't allow big developments without corresponding improvements
- Maintain space for animals – llamas, horses, etc.; “more cows!”
- Improve safety and visibility on Lake Avenue and to Avenue D
- Add lake access at NW corner of Blackmans Lake
- Multi-modal transportation options on main roads
- High density housing on Lake Avenue; “fewer trees die with higher density housing”
- Mixed trail on Lake Avenue
- Work with developers to have them install sidewalks beyond their own development
- Avoid food deserts
- Looking forward to connector road to 22<sup>nd</sup> Street
- Medium density housing on larger properties
- Senior housing
- Bike lanes on 22<sup>nd</sup> Street, Lake Avenue
- Widen Terrace Avenue sidewalks
- Roundabout on 30<sup>th</sup> Street/SR 9
- Connect Rainbow Place to Pine Avenue behind Cascade View
- Add trail system that connects to Centennial Trail; improve pedestrian safety
- Keep character

Summary Map



Reach: 62 attendees (46 in person, 16 remote)